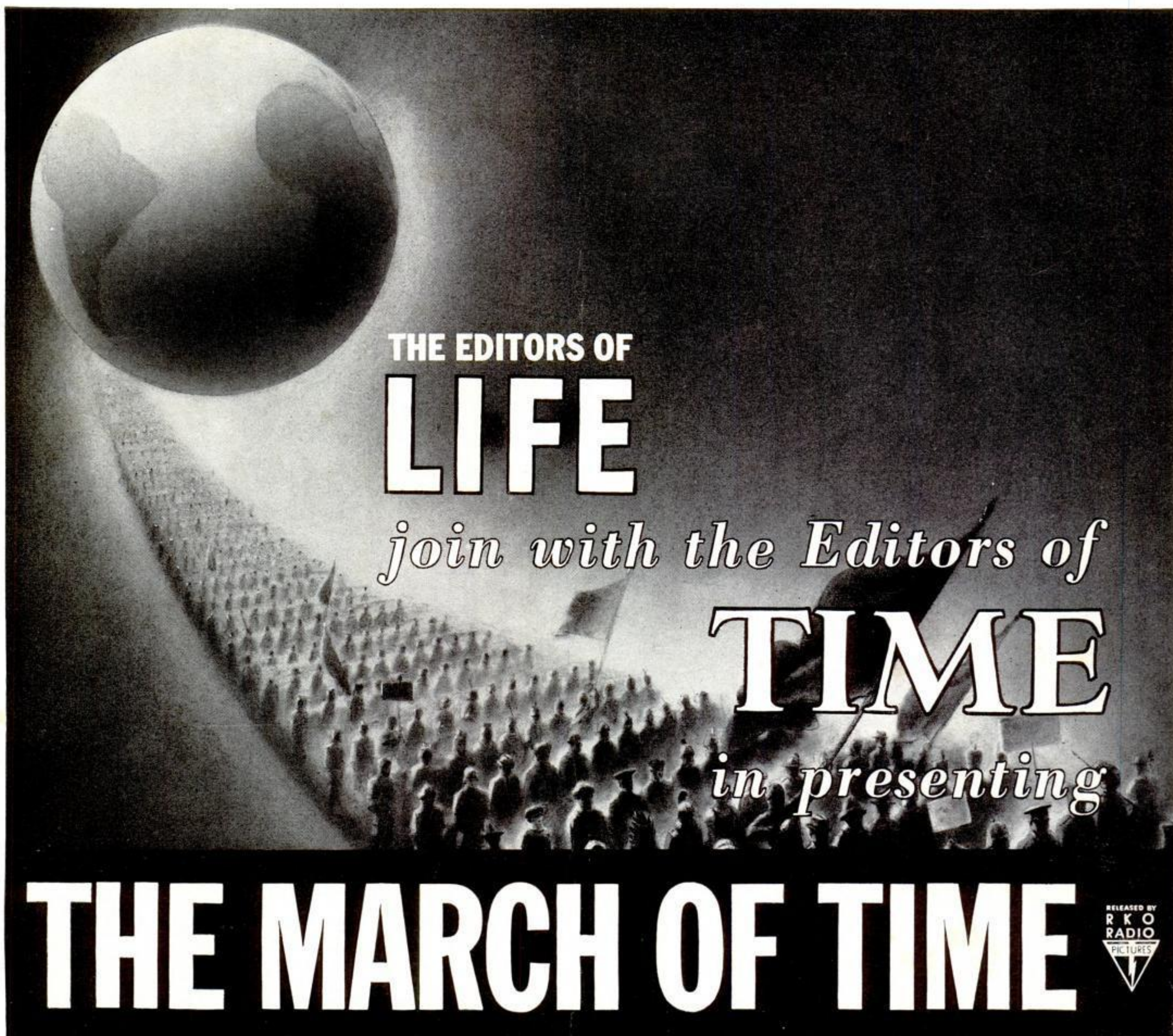


LIFE



HENRY AND EDESEL FORD AT DEARBORN

JANUARY 18, 1937 **10** CENTS



U. S. Theaters	7500
British Isles	1247
Spanish Speaking countries	735
Australia	400
New Zealand	85
Miscellaneous	15
Total	9982

TWO years ago next month, the Editors of Time, convinced that with editorially-guided photography they could bring to the screen an identifiable publication, giving a coherent account of memorable events, introduced The March of Time. In the two years it has taken up eight hours of the world's screen time, is a monthly institution today on the screens

of 9982 theaters in 21 countries.

Now, the Editors of Life join the Editors of Time in presenting each month this new kind of pictorial journalism—The March of Time, bring their knowledge of pictures, of writing for pictures, and their vast picture sources to the preparation of this twenty-minute dramatic and factual moving-picture record of today's world and its people.

NOW SHOWING IN 9982 THEATERS AROUND THE WORLD

STOP, LOOK *AND THIS YEAR* LISTEN TO ALL THREE

SOUND-PROOFED *The New Plymouth is SO QUIET you can hear a Watch Tick—Scientifically Sound-Proofed against all Road-Hum and Drumming—Amazing New “Hushed Ride”—no Bumps or Vibration!*



HOW PLYMOUTH DOES IT

- 1 All-steel top, sides, doors and floor scientifically sound-proofed... like a broadcasting studio.
- 2 Five kinds of insulating material... shut out rumble, hum and drumming.
- 3 Live rubber cushions between body and frame.
- 4 Floating Power engine mountings keep engine vibration away from you.
- 5 New airplane-type shock-absorbers swallow bumps and jolts... both up and down.
- 6 You get an amazing “Hushed Floating Ride”!



The big, new 1937 Plymouth De Luxe Four-Door Sedan.

GO SEE this beautiful, new Plymouth...widest, roomiest Plymouth ever built...the biggest value!

See the new **SAFETY INTERIOR**...no projections on instrument panel...door-pulls designed for your protection...built-in defroster vents.

Drive it! See how quiet it is...how roomy. You'll notice there are no bumps, no vibration or sway on curves!

DOUBLE-ACTION hydraulic

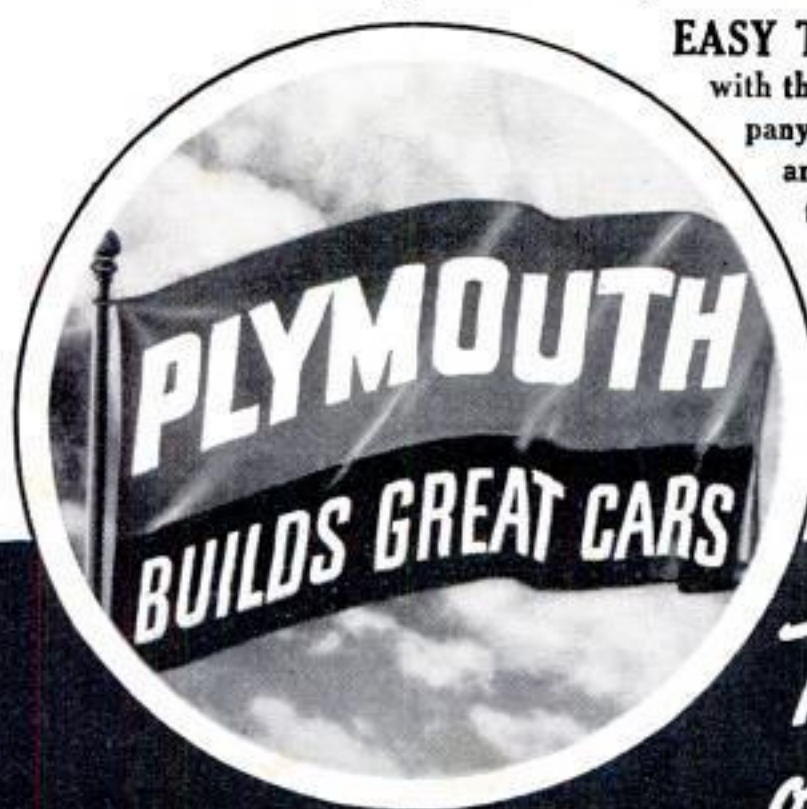
brakes, **ALL-STEEL** body, Hypoid rear axle, formerly in costly cars only!

Owners report 18 to 24 miles per gallon...big savings on oil, tires and upkeep. And Plymouth has always had the **HIGHEST RESALE VALUE** of “All Three” low-priced cars!

Find out how Plymouth gives more for your money. See it today at DeSoto, Chrysler and Dodge dealers.—PLYMOUTH DIVISION OF CHRYSLER CORP.

EASY TO BUY... Plymouth is priced with the lowest. Commercial Credit Company offers—through DeSoto, Chrysler and Dodge dealers—very convenient terms. We believe you'll find, after Careful Inspection, that Plymouth gives you Better Engineering, Materials and Workmanship than any Other Low-Priced Car!

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The Best Buy of All Three!

PLYMOUTH



"THE WHISPERING CAMPAIGN THAT NEVER STOPPED"

It was some sixty years ago that the word began to spread—

"It's not true that we women were meant to suffer—that our lives must be filled with pain!"

They were passing on the news of Lydia E. Pinkham's Vegetable Compound. Brewed first for the relief of her own family, it had proved of marvelous benefit. Neighbors had begun asking for it. Whispers of its effectiveness had spread through the town, to neighboring cities—

For 61 years this whispering campaign has carried on. Today the Compound is known wherever humans dwell, because one woman tells another how it helps them go "smiling through." Mother tells daughter, friend tells friend in every walk of life that now the ordeals of womanhood need no longer spell suffering and exhaustion.

The Lydia E. Pinkham's

Vegetable Compound that you buy today is made in a great laboratory composed of six modern buildings. The use of scientific developments have multiplied its medicinal value seven times. Its value is evidenced by the thousands of letters of heartfelt thanks that continuously pour in. Might it not help you, also, to go "smiling through?"

For three generations one woman has told another how to go "smiling through" with Lydia E. Pinkham's Vegetable Compound. It helps Nature tone up the system, thus lessening the discomforts* which must be endured, especially during

The Three Ordeals of Woman

1. *Passing from girlhood into womanhood.*
2. *Preparing for Motherhood.*
3. *Approaching "Middle Age."*

*functional disorders

One woman tells another how to go "Smiling Through" with
Lydia E. Pinkham's Vegetable Compound

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The Magnificent
DE LUXE EDITION of
MR. CURRIER AND MR. IVES
by Russel Crouse

FORMERLY \$5.00 - WITH 32 PAGE-SIZE
ILLUSTRATIONS IN FULL COLORS..

A Gift to YOU from the DE LUXE EDITIONS CLUB.
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Like This, Formerly \$5.00 to \$25.00
In Exquisite New Editions for ONLY \$1.50 EACH!

WILL you accept this beautiful book as a gift from The De Luxe Editions Club? We want you to have it as an example of the remarkable book bargains that Membership in this Club will bring to you. It costs you *nothing* to join now, while Charter Membership is still open!

Do not confuse this Club with those selecting, for the most part, new novels. Its purpose is entirely different. Briefly, its object is to take the great books of the world—"must" books that should be in every well-selected personal library—and to publish them in sumptuous new *De Luxe Editions*. And then to extend, *exclusively to its own members*, the privilege of purchasing them at one standard price of \$1.50—less than the cost of the average novel!

Books Formerly \$5 to \$25—for \$1.50

If you love beautiful books, are deeply interested in building up the kind of library that will mean as much to your children in the future as it will to you now, then the De Luxe Editions Club was really founded for *you*. And now that you may still obtain a Charter Membership free, you should hasten to join.

A Charming Panorama of the American Scene

—in the Most Colorful Period of Our History

This lovely book (a worthwhile value even at its former price of \$5.00) contains, in addition to its witty and delightful text, 32 superb full-page reproductions—16 in five colors and 16 in three colors. Handsome 4-color wrapper. Size 8¾ x 11¾. Straw-color Buckram binding, stamped in brilliant red, overstamped in gold.

Russel Crouse gives a unique panorama of the gaiety, customs, politics and progress of the nineteenth century with many humorous observations—also many of the tragic happenings.

The author's text, written with a profound knowledge of the American scene, and all the charm and humor that have marked his work in the *New Yorker* and elsewhere covers dozens of subjects that went to make up the America of the Nineteenth Century, from the days of the China packets to the florid gesture of modern social and mechanical triumphs that was the Columbian Exposition.

Alexander Woolcott says, "*Mr. Currier & Mr. Ives* is the very kind of history I most enjoy reading." It will not only occupy a prominent and permanent place in your lifetime library but will provide many entertaining hours of reading.

Each book is worth owning, keeping, cherishing, both for its content and for its physical craftsmanship. De Luxe Editions average 6"x9" in size. Many are even larger. Most contain 500 to 600 pages—some even over 1,000 pages. Many are gorgeously illustrated in color by the finest artists. And every volume is complete, unexpurgated.

Typical of the many remarkable values are such recent De Luxe Editions as "Stories of the Great Operas," formerly in 3 volumes at \$10.50; Chaucer's "Canterbury Tales," in modern English, and with 25 full page drawings in color by Rockwell Kent, formerly \$25.00; "The Book of Old Ships," illustrated by the famous marine artist, Gordon Grant, formerly \$20; and "The Travels of Marco Polo," formerly \$5.

Similar values will be offered in forthcoming selections, all at the one standard low price, to Members only, of \$1.50 each, plus few cents postage!

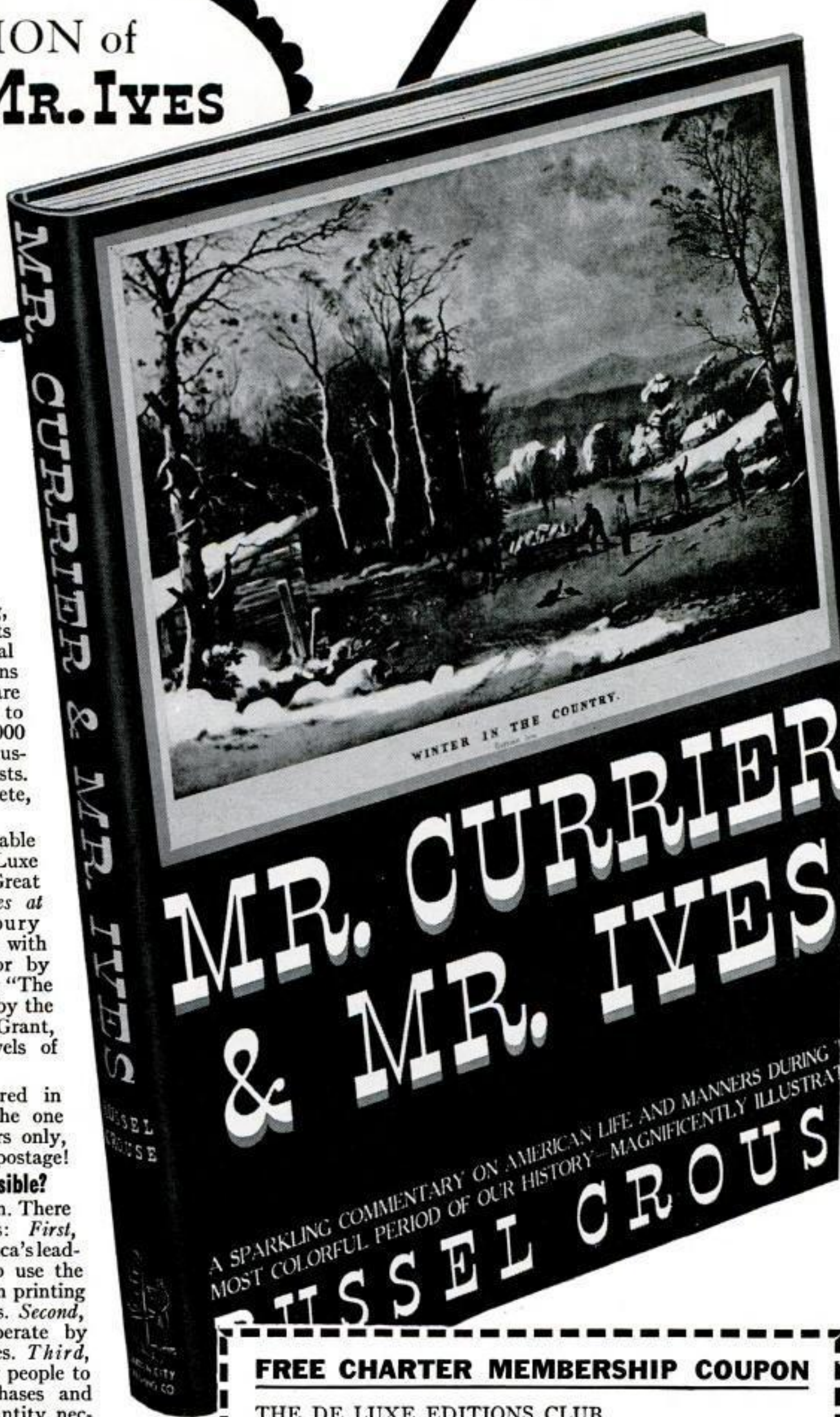
How Are Such Values Possible?

Of course you ask this question. There are three very simple reasons: *First*, special permission from America's leading publishers enables us to use the original, first-edition plates in printing these new De Luxe Editions. *Second*, contemporary authors cooperate by accepting smaller royalties. *Third*, this Club plan enables many people to band together in their purchases and thus to assure us of the quantity necessary to offer such values as these. Otherwise such immense savings would be impossible.

SEND NO MONEY

If such bargains appeal to you—if you would like to spend less for books and have far more to show for it—then accept Free a Charter Membership in the De Luxe Editions Club! Send no money with the coupon below. Your free copy of "Mr. Currier and Mr. Ives" will be sent to you at once. With it will come the current month's bargain selection and the current issue of the Club's "Folio"—a monthly magazine of interest to all book lovers. The "Folio" is free to Members exclusively. Each month it tells unusual facts about the current Book Selections. And it reviews the coming month's selection as well. Thus Members always know in advance what the next month's book will be. Your subscription to the "Folio" will begin at once, without cost. Mail the coupon without money, now!

THE DE LUXE EDITIONS CLUB
Dept. 2L, Garden City, New York



FREE CHARTER MEMBERSHIP COUPON

THE DE LUXE EDITIONS CLUB
Dept. 2L, Garden City, N. Y.

Please enroll me free as a Charter Member and send me each month the member's exclusive publication, THE FOLIO, which reviews the current and forthcoming selections. My membership will bring to me each month for an entire year the Club's De Luxe Selection—a book that formerly sold for \$5.00, \$10.00 or even more—but which I am to have for only \$1.50 plus a few cents postage.

In consideration of my enrollment as a Charter Member at this time you are to send me at once, absolutely free, my gift copy of "MR. CURRIER & MR. IVES," by Russel Crouse.

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Address.....

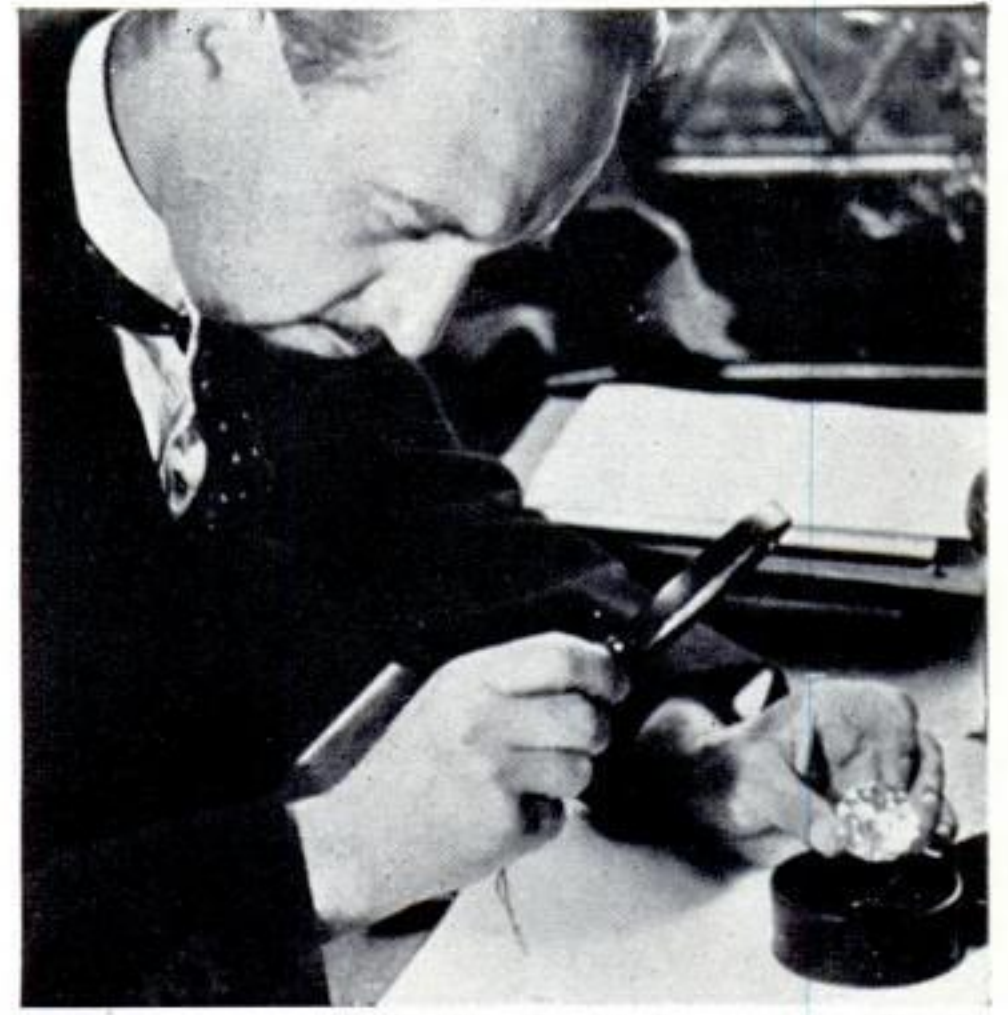
City.....State.....

SPEAKING OF PICTURES...

ANYONE who has ever read detective novels knows that the police don't know the first thing about crime. It's always left to amateurs, who walk in quite by chance, to solve the mystery. Here's your mystery. You've walked in on it. The pictures on these pages contain quite enough evidence for you to solve in 8½ minutes, the pressing problem:

who killed the Diamond King?

the size of his hand
THE CAPE DIAMOND
The Cape Diamond discovered in 1933 and sold for £50,000 was yesterday acquired at auction by Mr. X, the wellknown collector of rarities and numismatist for £150,000.



1 Mr. Pocklington was the Mr. X who bought the famous Cape Diamond. He lived by himself in a large and comfortable house in Surrey.

2 He was very well liked in the district, was on friendly terms with all his servants and was not known to have any enemies.



3 Besides buying rare gems, Mr. Pocklington was well known in England as a collector of other items including rare coins.



4 On the day of the tragedy, the butler, Jevons, announced a visitor from London to see his master. The visitor was shown in.



5 The visitor was a well-known connoisseur of gems, who asked to be allowed to handle and examine the famous Cape Diamond.



6 In talking the two walked over to the fireplace, and Robson, the gardener, caught sight of the jewel as he was cutting the ivy.



7 It happened to be Jevons' afternoon out. He dressed himself up in his natty holiday best and went cheerfully off to the village.



8 He went to visit his friend Sangster, footman at another countryhouse. He told Sangster the whole story of the diamond.



9 Robson was so excited that he told Niblett, the peddler, all about it over a drink. Niblett had been in jail for burglary.



10 At 11 o'clock that evening, Mr. Pocklington, who had gone to bed early, must have heard a sound and gone downstairs.



11 He switched on the lights in his study and there saw someone working over his safe. Mr. Pocklington immediately went for the intruder.



12 In the struggle he was unarmed and handicapped by his dressing-gown. The burglar quickly got him down, stabbing him several times.



13 He was found by the butler the next morning lying among the coins from his safe. The butler called the police. The diamond was missing.

(CONTINUED ON PAGE 7)

... THIS IS A PHOTOCRIME

THE photographs on these pages illustrate a new and ingenious use of pictures. They tell a mystery story. In them are all the plot and all the evidence necessary to solve the murder of the Diamond King and the ordinary quick-minded reader should be able to pick the murderer in short order. If after long and logical study of the pictures he gives up, let him turn to page 7 for the answer.

The Photocrime, as the picture mystery is called, originated in England in the mind of an insurance clerk named Denis Horton. Mr. Horton took his idea to the Odhams Press, biggest British publishers who own *The Daily Herald*, *John Bull*, *Weekly Illustrated*. Odhams, itself, had been toying with the notion of a picture mystery, so gladly took over Mr. Horton's idea. The first Photocrime appeared in *Weekly Illustrated* in 1935 and became so popular that, when the *Weekly Illustrated* discontinued the feature for the summer months, there were loud protests from readers. Photocrime is also being published in America through the syndicate of the *Des Moines Register and Tribune*, which buys the pictures from Odhams and sells them to Sunday rotogravure sections. The *Register and Tribune* reports that families fight every Sunday to get first crack at the picture sections and the Photocrime. The crimes are all worked out in England by Mr. Horton, who is still an insurance clerk. Odhams revises and edits. The actors who are photographed get \$5 a day for their work.

UNCONTROLLED FIGURES *can clog up any business!*



FIGURE requirements are piling up on business—today more than ever. Figures are the very lifeblood of business, but unless they are accurate, timely and useful, they clog up the works.

Monroe's whole function, since the first Monroe Adding-Calculator was made 25 years ago, has been to speed up and cut the cost of business figures. With 197 different models: calculators, adding-listing and bookkeeping machines, check writers and signers, Monroe has a machine for every figuring need. Every Monroe is compact and handy for desk use, every one has the

famous "Velvet Touch" keyboard that gives unequalled ease of operation.

Every Monroe user, whether he owns one Monroe or a hundred, is assured of uninterrupted figure production, for Monroe nation-wide service operates through 150 Monroe-owned branches.

To really appreciate Monroe simplicity, flexibility and ease of operation, you should see one at work on your own figures. The nearest Monroe branch will arrange this without any obligation—or write to us at the factory. Monroe Calculating Machine Company, Inc., Orange, New Jersey.

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ADDING-CALCULATOR
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Portable, weighs only 16 pounds. Completely automatic multiplication and division.





14 Supt. Johnson on his arrival put half-a-dozen questions to Jevons...



16 ... asked Sangster, Jevons' friend, to account for his movements...



17 ... had quarter of an hour alone with Niblett, the peddler...

18 ... and listened to what the connoisseur had to say about his visit.

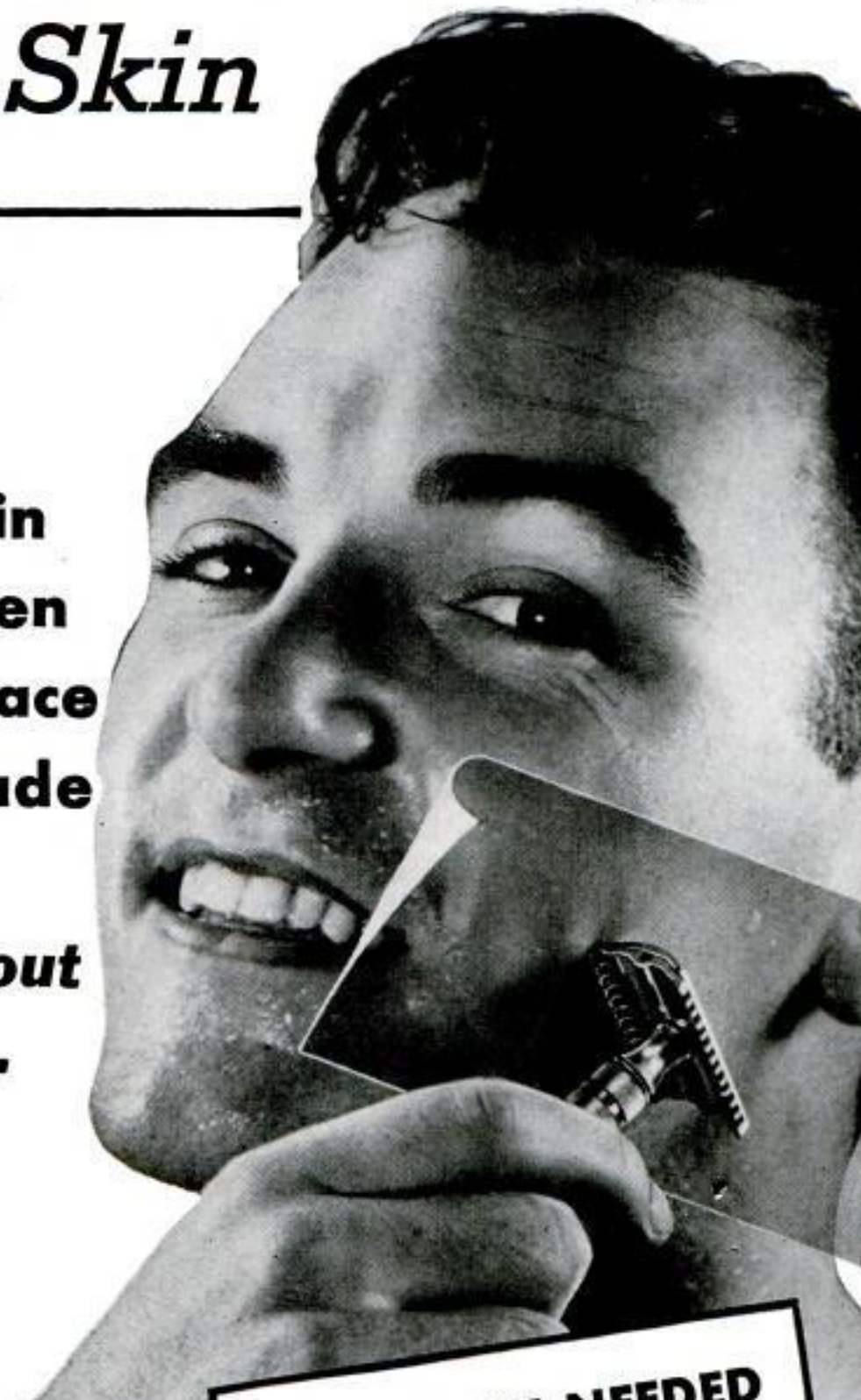
Supt. Johnson spotted the criminal. All the evidence is in these pictures. The solution can be found by turning this page upside down and reading what follows:

The murderer was Sangster. From the direction of the blow, the Inspector deduced it had been struck by a left-handed man (Picture 12). Sangster was left-handed (Picture 8). The Inspector then discovered that the medal Sangster wore on his watch chain (Picture 8) was found beside the body (Picture 13) and was later missing (Picture 16).

The murderer was Sangster.

New-Type Shaving Cream Keeps Razor Edge off Skin

Forms a thin film between razor and face—allows blade to shave closer without scraping...



NO BRUSH NEEDED
NOT GREASY
WON'T CLOG RAZOR

THE "outer layer" of skin on your face is made of horny little scales—like the scales of a fish.

Ordinary shaving creams do not keep your razor edge from catching and scraping these tiny scales every time you shave. This daily scraping causes sore spots... often ingrown hairs.

A new type of shaving cream has been developed that covers these horny scales with a protective film. Your razor glides smoothly over this film, cuts off each whisker *without scraping*.

This new shave cream is called

GLIDER. Spread it on with your fingers—never a brush!

It softens the toughest beard instantly. Faster, too! Your razor skims over your face with no danger of pulling or tearing the scaly "outer skin." You'll find that unsightly neck blemishes, red spots and ingrown hairs quickly clear up and disappear.

Try GLIDER today! Its soothing action leaves your skin soft and fresh—never greasy or sticky. *And it won't clog your razor.*



AQUA VELVA FOR AFTER SHAVING
Closes skin pores, fights off sore spots, leaves face feeling clean, cool, refreshed.

FREE OFFER
Good only in U. S. A.

GENEROUS INTRODUCTORY TUBE OF GLIDER

The J. B. Williams Co., Glastonbury, Conn., U. S. A. Please send me a free tube of Glider—Williams' new "No-Brush" Shave Cream.

Name _____
Street and No. _____
City _____ State _____

COOKS OF THE MONTH GET REWARD*



Lip-smacking jury headed by Demi Tasse (editor Eaters Digest—national food column sponsored by Heinz) select outstanding male amateur cooks of the month. Winners display extraordinary skill in quick turnover from tin (or bottle) to table. All list among assets, liquid and otherwise, a goodly stock of Heinz famous 57 Varieties—Heinz cooked spaghetti and macaroni, Heinz pickles, olives, tomato juice, ketchup, Heinz beans and Heinz home-style soups (22 kinds) including the versatile cream of mushroom. Currently ordered by case—in case.



By Profession—salesman for a paint concern. By nature—lover of snacks. R. E. T. (at home—seldom—in New Rochelle) submits his pet. A tidbit well worth an epicure's certificate and check for five dollars. Essentials are Heinz dill pickles, package of cream or pimento cheese, penknife. Penknife is used to scoop out centers of pickles—prod cheese into crevices and to slice cheese-stuffed pickles into congenial chunks. Surreptitiously—if need be—pickle cores find their way into host's mouth. Too good to waste, since Heinz pickles—unlike ordinary brands are dill-ish—also delish—clear to the heart.

***Note:** Brothers of the skillet, possessed of any snacking-good ideas are asked to pass them along to Demi Tasse (Heinz Company, Pittsburgh). Successful competitors will receive dividend (\$5.00) not to mention the certificate of membership in the Grand Order of Public Epicures.

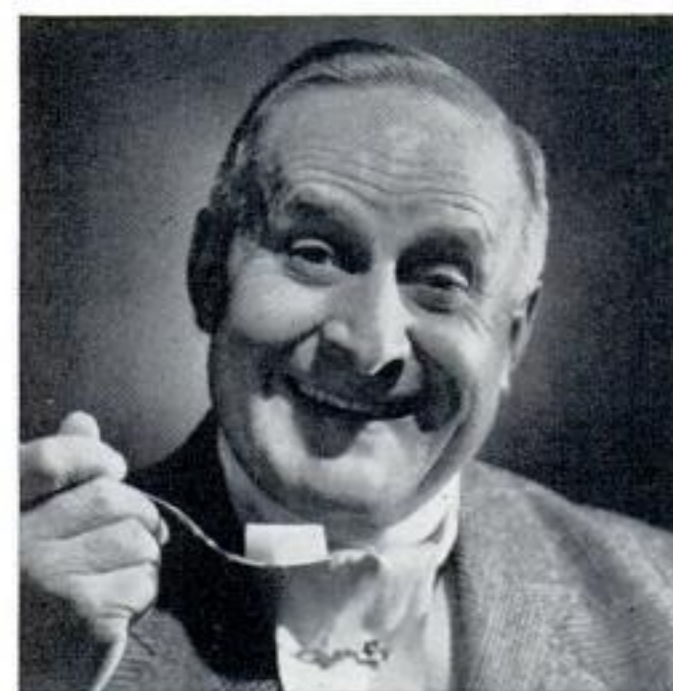


Mildly lamenting the fact that his lady deserts the home place now and then to attend the showing of pedigreed canines, self-styled Dog Show Widower L. D. H. of Oregon City tells how he overcame solitary lamb-chop boredom. After the chops were cooked one evening he threw into the pan a couple of snifters of Heinz mustard and Heinz Worcestershire and a slight suspicion of Chinese soy sauce. Turned the heat off and left the chops and seasonings to merge in the skillet just long enough to heat up a tin of Heinz cooked macaroni and cheese. "After which, pile in"—says he—"and Demi, you'll know what it means to lick your chops."



Heeding the axiom that dining is primarily a masculine diversion, C. D., of Santa Paula, California, reserves his prize potato salad—for men only. Play-by-play description as follows: Cut five cooked potatoes into chunks. Add a cucumber, a tomato and ¼ cup Heinz sour mixed pickles—all cut up. A fairish spoonful of chopped onion. Three hot dogs, cooked, peeled and sliced. Moisten with Heinz mayonnaise to which you have added a good spoonful of Heinz brown mustard—a big dash of salt. Try it and see why Cliff names it "Ace" in food.

Country squire G.W.P. of Winsted, Conn., finds his credulity taxed by the fact that he has never seen printed mention of his favorite affinity. To wit—thick slices of mild Bermuda onions bedewed with Heinz malt vinegar and served as side dish to a sturdy crock of beans. Specifies "onions big as a fist and beans authentic Bostonian—none other than Heinz oven-baked beans with molasses and pork."



Recently returned from a two years' stay in Tahiti, H. D.—distinguished epicure-scribe, takes greater pride in his tomato rarebit than his latest mss. He procured a medium tin of Heinz cream of tomato soup, always in stock at the Société Commerciale de l'Océanie, thickened it slightly by adding 3 tablespoons of flour and 2 of butter, and added a cup of grated American cheese. Heat till cheese is melted. Highly salubrious—either in Polynesia or in Kansas.



Mystery of ardent, crimson sauce—chef's specialty in one of Manhattan's epicurean "eat-eries"—is solved in masterly fashion by chemist-gourmet J. H. of Pittsburgh. He snares a bit of sauce in cellophane cigarette wrapper. Takes it home—analyzes—discovers exact replica contrived as follows: Mix one part dry mustard and one part Heinz chili sauce with two parts Heinz tomato ketchup. Marvelous with cold meats, hot meats, fish—grand on scrambled eggs. Inventor advises make plenty. Flavors blend. Sauce mellows as time marches on. In recognition of above brilliant coup de sauce, Demi Tasse, food news commentator for 57 Varieties, names J. H. ranking cook of the month—grand mogul of the Order of Public Epicures. (Details at left.)



U.S. LABOR USES A POTENT NEW TACTIC—THE SIT-DOWN STRIKE

ONE of the least influential labor unions in any major U. S. industry, up to the end of 1936, was the United Automobile Workers of America. Within ten days after 1937 began, the members of this hitherto puny union had effectively tied up great General Motors Corp. They had done it by the simple process of sitting down in a few strategic plants, refusing to budge.

Sit-down is a new word in Labor's vocabulary, a

new tactic in its battle. U. A. W. imported it from France, tried it out in parts-making industries before using it for a frontal attack on General Motors. Of the 89,000 workers who were sitting down on Jan. 8, the most comfortable were those shown above, in the upholstery-making Standard Cotton Products Co. at Flint, Mich. Snuggling into wool stuffing they slept warmly and soundly.



A DETROIT NEWS PHOTOGRAPHER TOOK THIS IMPRESSIVE PICTURE OF DETROIT'S TOWERS AS THEY ROSE OUT OF AN EARLY MORNING MIST INTO SUNSHINE

DETROIT FACES ITS FIRST GREAT STRIKE

The Automobile Industry, which means Ford, Chrysler and General Motors, finds itself highly vulnerable

THE towers you see in the picture above are the youngest towers of any great city in the world. They belong to Detroit and Detroit as an industrial metropolis is only as old as the machine which made it great. Since the first assembly line began discharging automobiles, Detroit has known no faltering in its mighty march. Now it is the fourth city in the land, built in one generation by men who are still its rulers.

The lords of Detroit are men of strength and pride in their achievement. They organized their business with the greatest efficiency the world has ever known and the thing they made has rolled forth to change the character of every civilized country. Their rewards have been generous. They could be generous in return. They have granted some of the highest wages and shortest hours in the industrial world.

Good employers, the motor manufacturers have never had a serious labor strike, never fully realized what a perfect target they would make. Each company is a giant assembly line, fed by bodies, tires, windows, upholstery and all sorts of parts. A small minority of workers, by shutting off the supply of a few parts, could shut down the whole assembly line.

There are three big units in this big industry. One is Henry Ford, whose vast River Rouge Plant, which appears behind him and his son on the front cover, is apparently impenetrable by any union. Another is Chrysler, with which the United Automobile Workers have a working agreement. Third and biggest unit is General Motors. Against this industrial giant the union launched its attack and presently 89,000 of General Motors' 200,000 employees were out of work.



Chrysler Corp. is chiefly Walter P. Chrysler.



General Motors is chiefly Alfred P. Sloan Jr.

TWELVE HUNDRED STRIKERS EAT, SLEEP AND KEEP HOUSE . . .



FISHER BODY CORP. makes the bodies for all General Motors cars. Its plants at Flint, Mich., about 60 miles from Detroit, are two of the biggest and most vital of those closed by the strike against G. M. Workers sat down in both plants on Dec. 30 and have held them ever since. The pictures on these two pages were made at Plant No. 1, where two shifts of sit-down strikers keep 1,000 men in the plant at all times. Chief amusement is leaning out the windows to talk with friends and families. Homer Martin, president of the United Automobile Workers, announced that the strikers would not leave until General Motors agreed to a national conference on wages, hours and working conditions, with U.A.W. recognized as the sole bargaining agent for all employees.



Strikers wives bring bread to the factory. Some, like Mrs. Mary Tignis at the right, also bring their children to wave up to Daddy on a top floor.



... IN GENERAL MOTORS' FISHER BODY PLANT NO. 1 AT FLINT



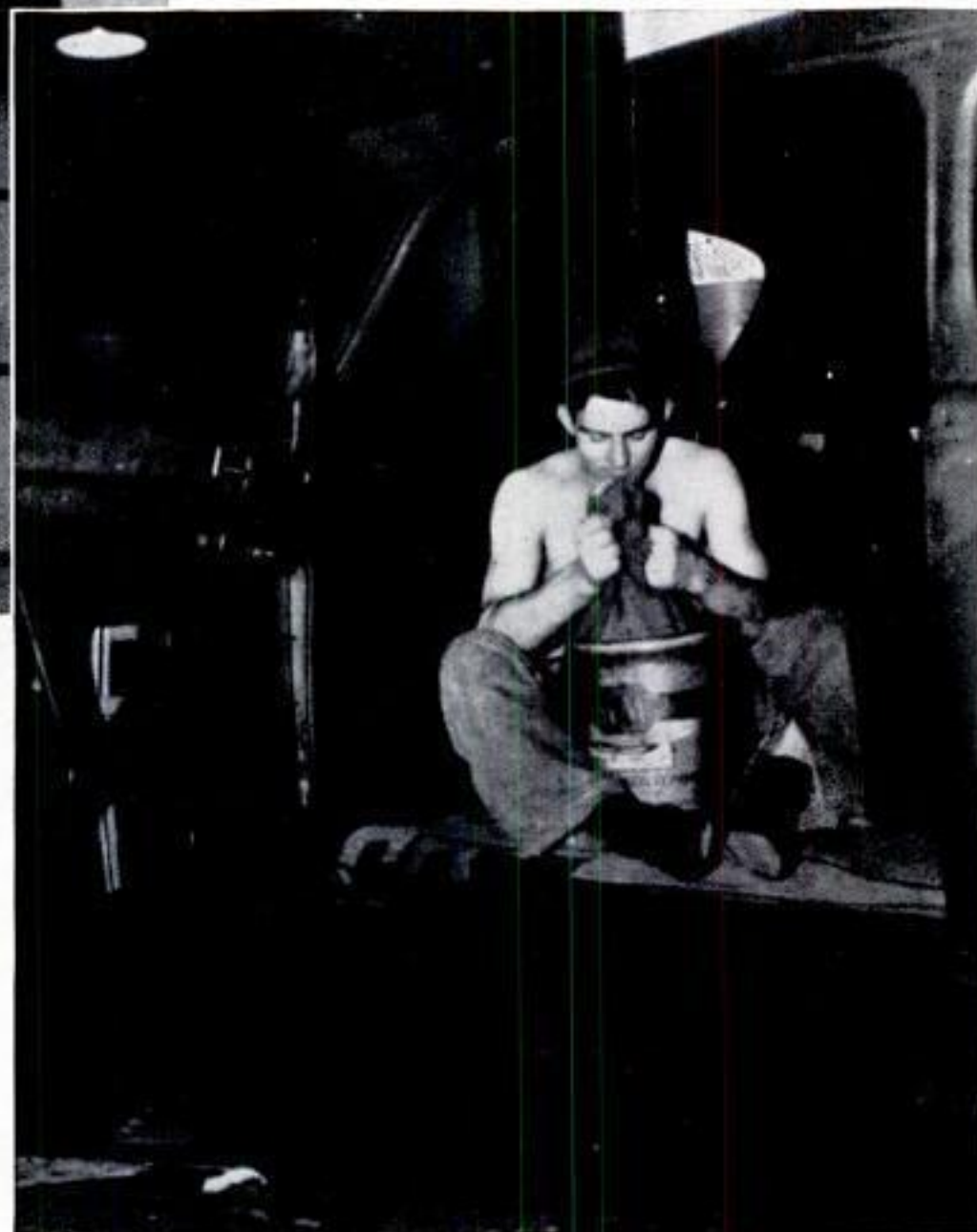
Sit-down is a literal word for what the strikers do. After a warm breakfast brought to the Fisher plant by their wives, these men relax on soft automobile cushions to read the morning newspapers. When they tire of this they play cards, listen to the phonograph or take a constitutional around the factory. No women are allowed in the plant but the men lean out the windows to talk to their wives.



Walter Hamlin, shroud line worker, lunches on a sandwich.



Adding insult to injury, strikers hung this effigy from a factory window. The "stool pigeons" are often private detectives who supply the management with facts about union activities.



Laundry is a serious problem for strikers who have no wives to bring them clean clothes. This worker is washing his shirt in a company paint pail on the floor of a half-finished Buick body.

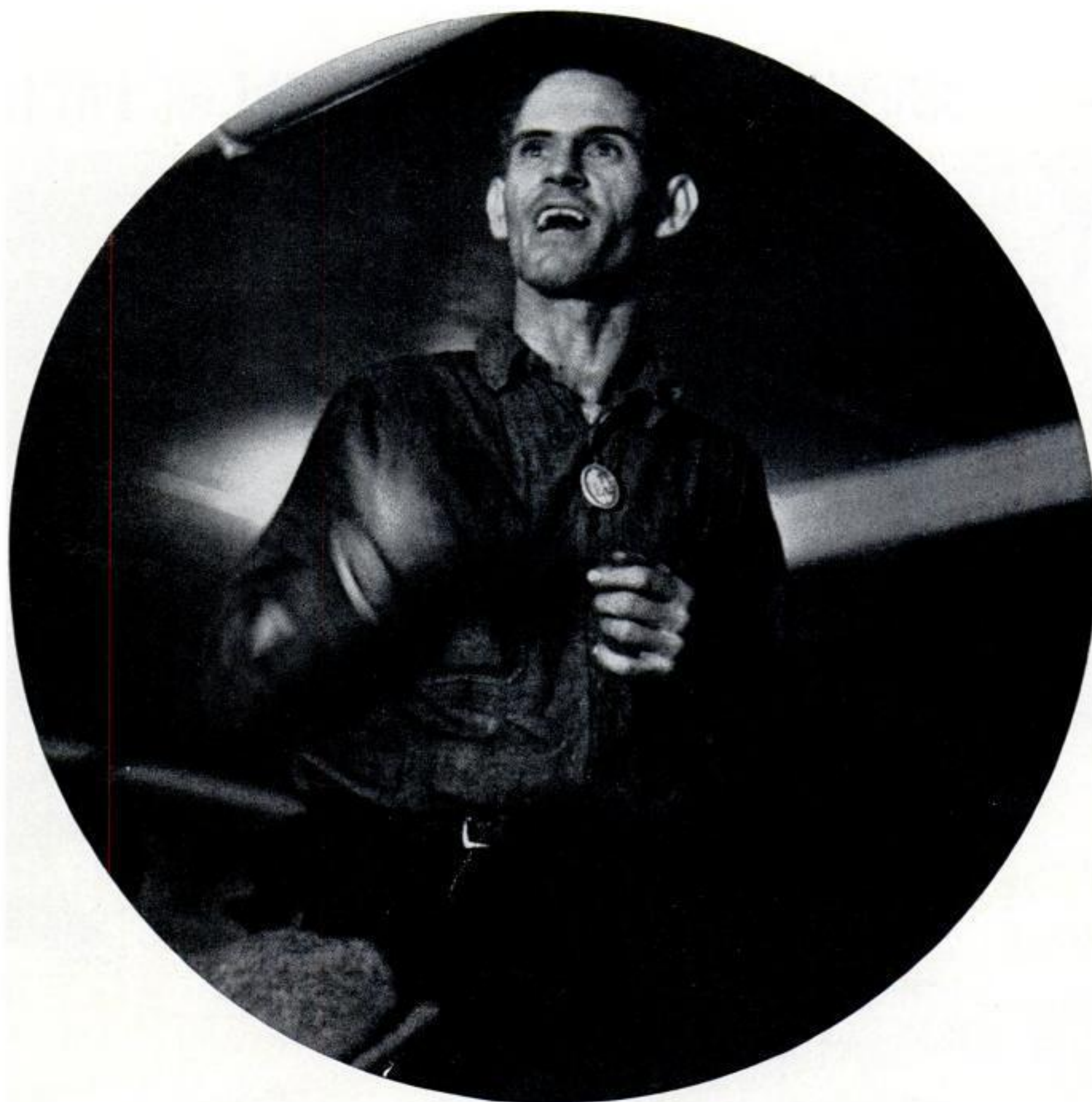


Joe Devitt shaves with the aid of an automobile mirror.

BUD SIMONS SPENDS THE NIGHT AWAY FROM WIFE AND CHILDREN

BUD SIMONS is a torch solderer in Fisher Body Plant No. 1 at Flint. His job is to solder over the welds on the door frames of each Buick body as it comes along the assembly line. Bud has had his job for three years averaging seven months of work a year and getting between 90¢ and \$1.10 an hour. He and his family live in a six-room frame house in Flint. They hold a lease on the house and some day, if they keep up the payments, they may own it.

When the United Automobile Workers Union began its drive in Flint, Bud was an early rooter. In December he became plant chairman. Since the strike began, Bud has spent every night away from his family. He can usually be found talking to the men in the plant or laying down rules about food, cleanliness, replacements and so forth. Mrs. Simons does her part in the daytime by working in the soup kitchen which sends in food to the sit-downers. But at night she must be both mother and father to her three children, as the pictures on the opposite page show.



Bud Simons, unshaven after 30 hours in the plant, talks to the strikers.



A mass meeting of 1,200 strikers is held in Fisher No. 1 with Bud Simons (*left on platform*) presiding, an organizer speaking.



At home Mrs. Simons dries Lotus after her evening bath.



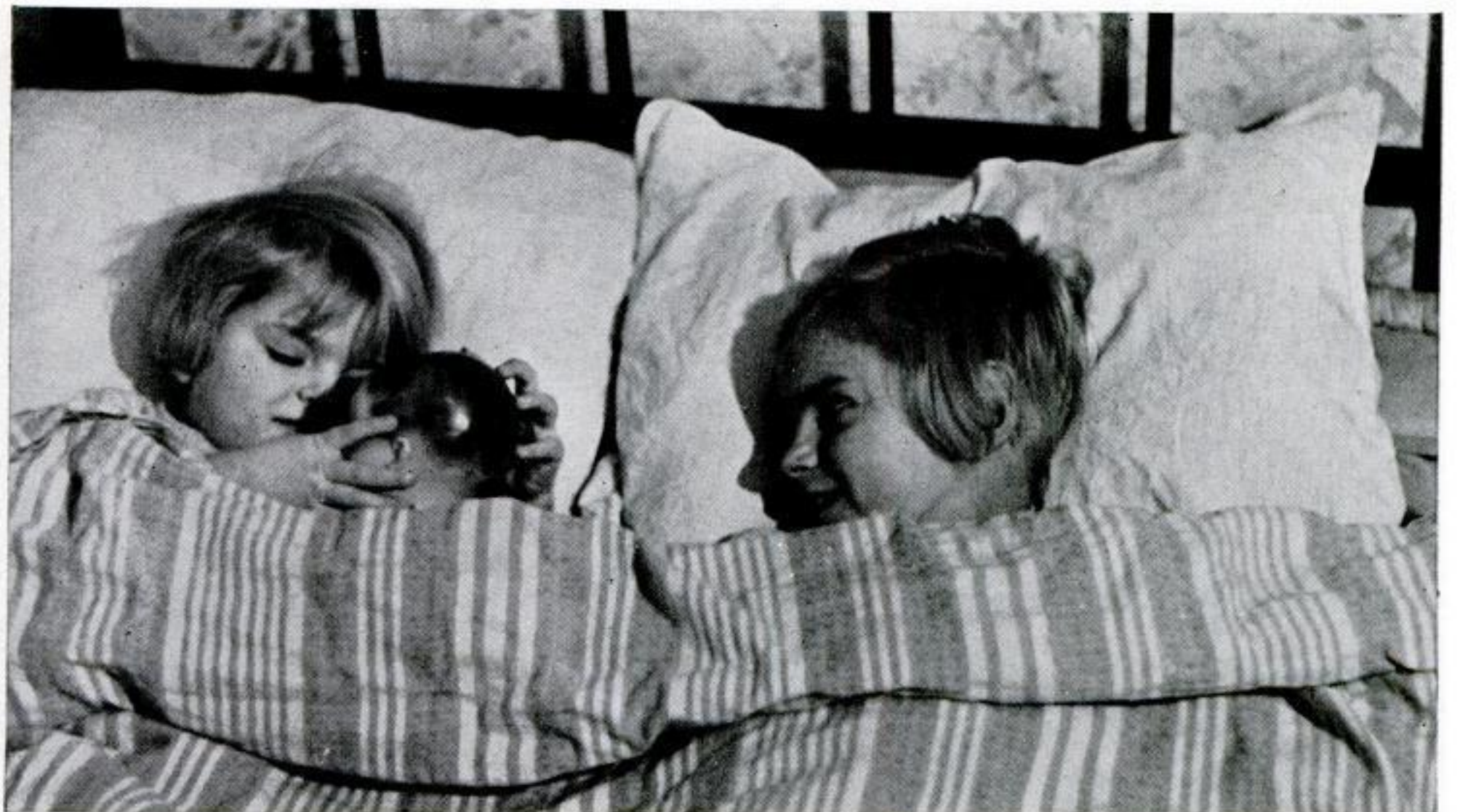
Yvonne, Lotus and Beryle undress in the living room.



A neighbor, Bob Fickes, comes in to press his pants.



While her husband spends the night in the plant, Mrs. Simons prepares Lotus, her youngest, for bed.

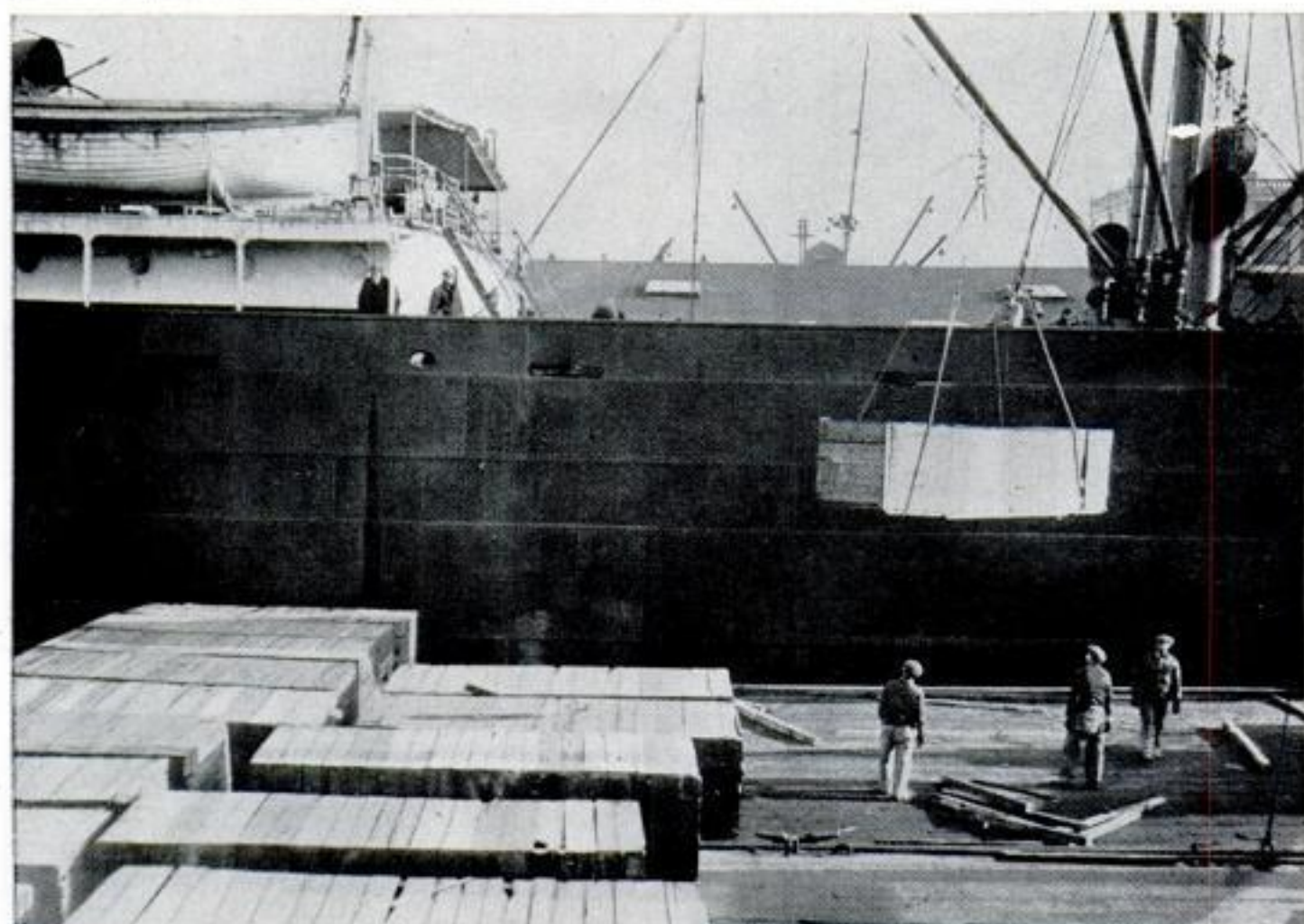


Lotus Simons, aged 3, and Yvonne, 7, are abed at the usual hour (8:30). Lotus has a doll but the bed has no sheets.

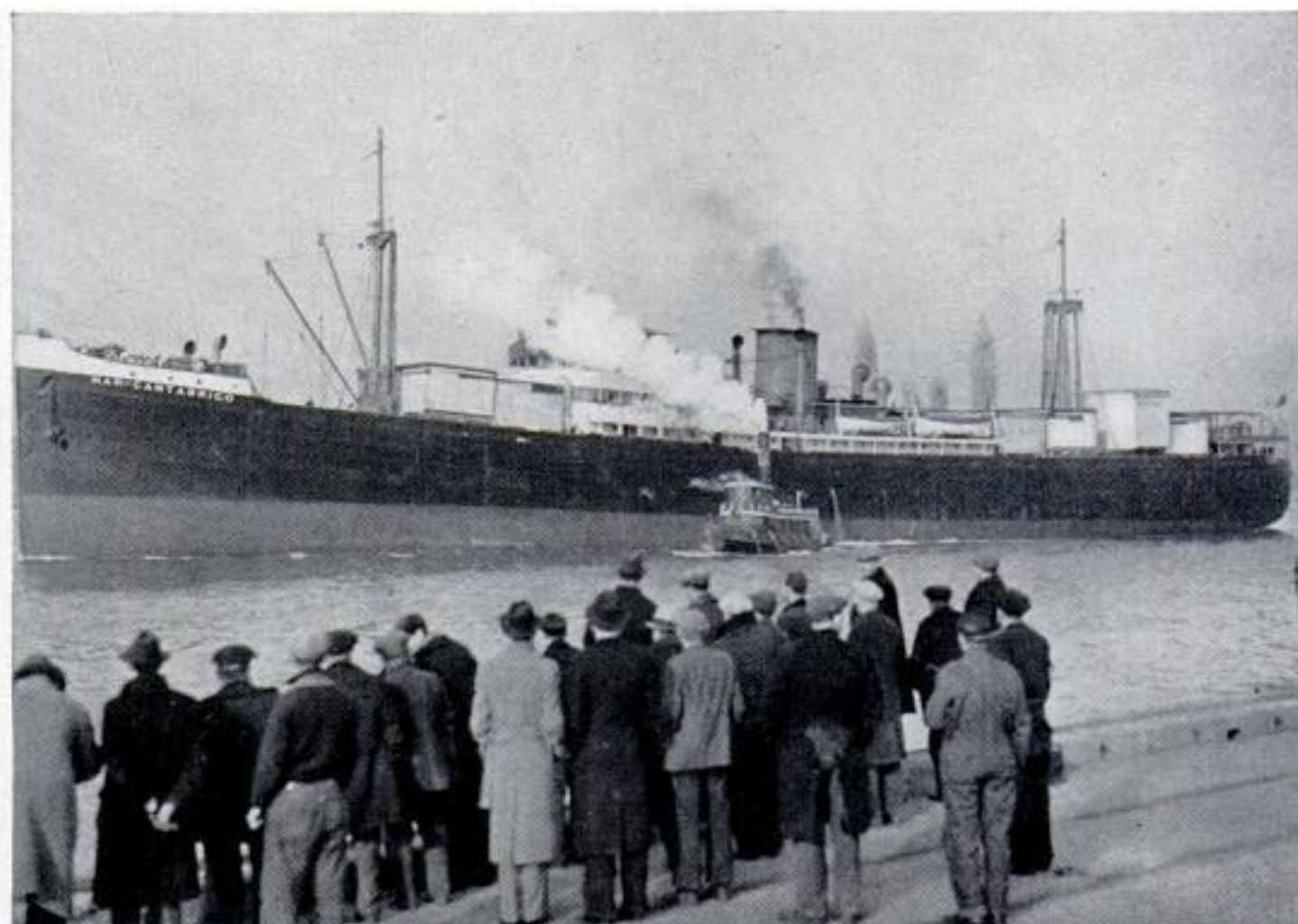


A MUNITIONS SHIP ON ITS WAY TO SPAIN OUTRUNS CONGRESS AND THE COAST GUARD

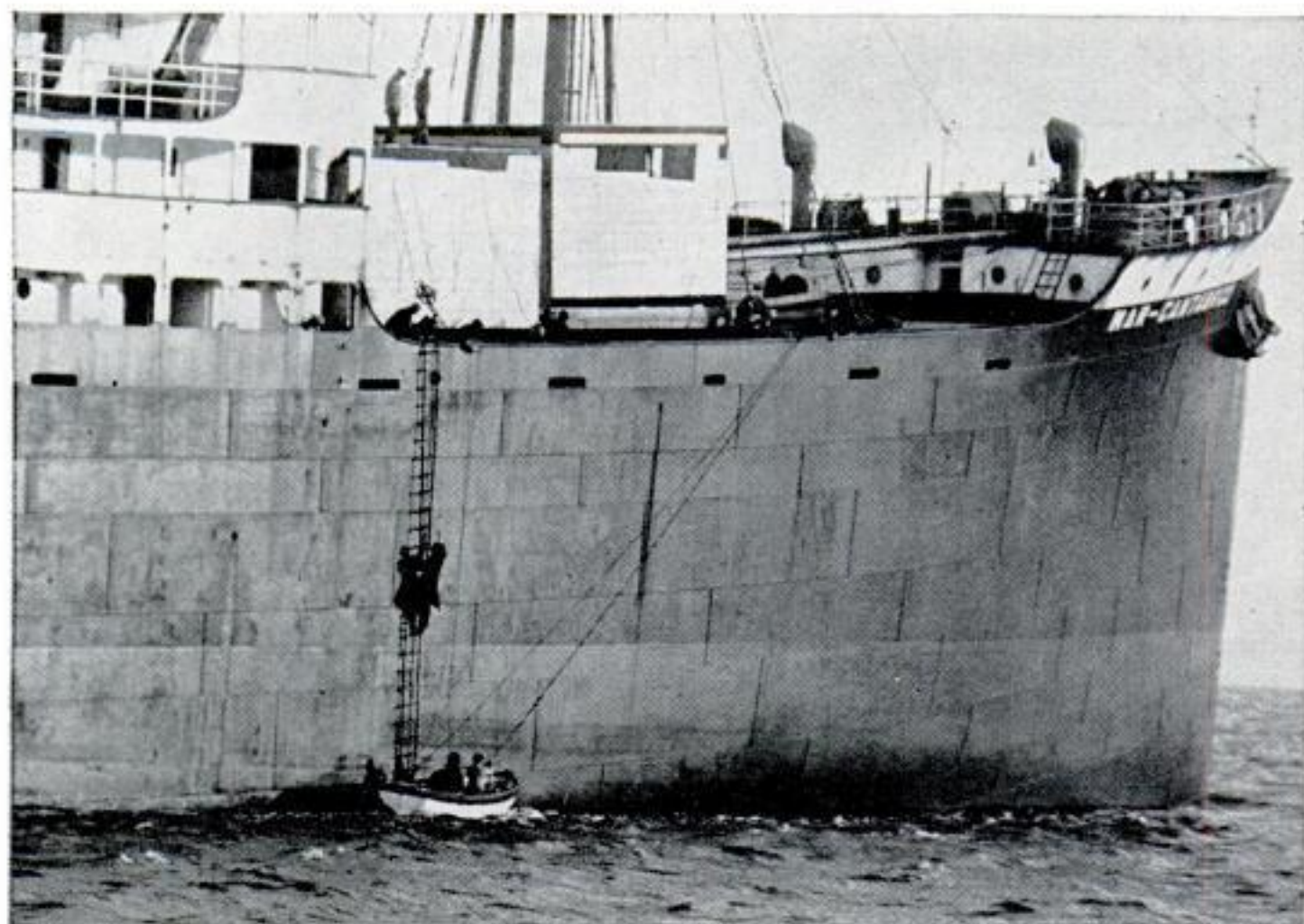
ON Jan. 4 in Madison Square Garden Don Fernando de los Ríos, Spanish Ambassador to the U. S., assumed the impassioned pose at the left as he received ambulances for his beleaguered Government. But much as the Spanish Loyalists need ambulances, they need airplanes more. Even as the Ambassador spoke, his Government was making a deal with Mr. Robert Cuse of Jersey City for eight secondhand planes and other munitions. Mr. Cuse found a loophole in the U. S. Neutrality Act, forced the State Department to grant him an export permit and was denounced as unpatriotic by President Roosevelt. On Jan. 6 his shipment was crated and stacked on a Brooklyn dock beside the freighter *Mar Cantábrico* when word came that the new Congress was rushing legislation to plug the Neutrality Act loophole. The hasty loading and departure of the *Mar Cantábrico* and her getaway despite a last-minute attempt to stop her by court action are shown on these pages.



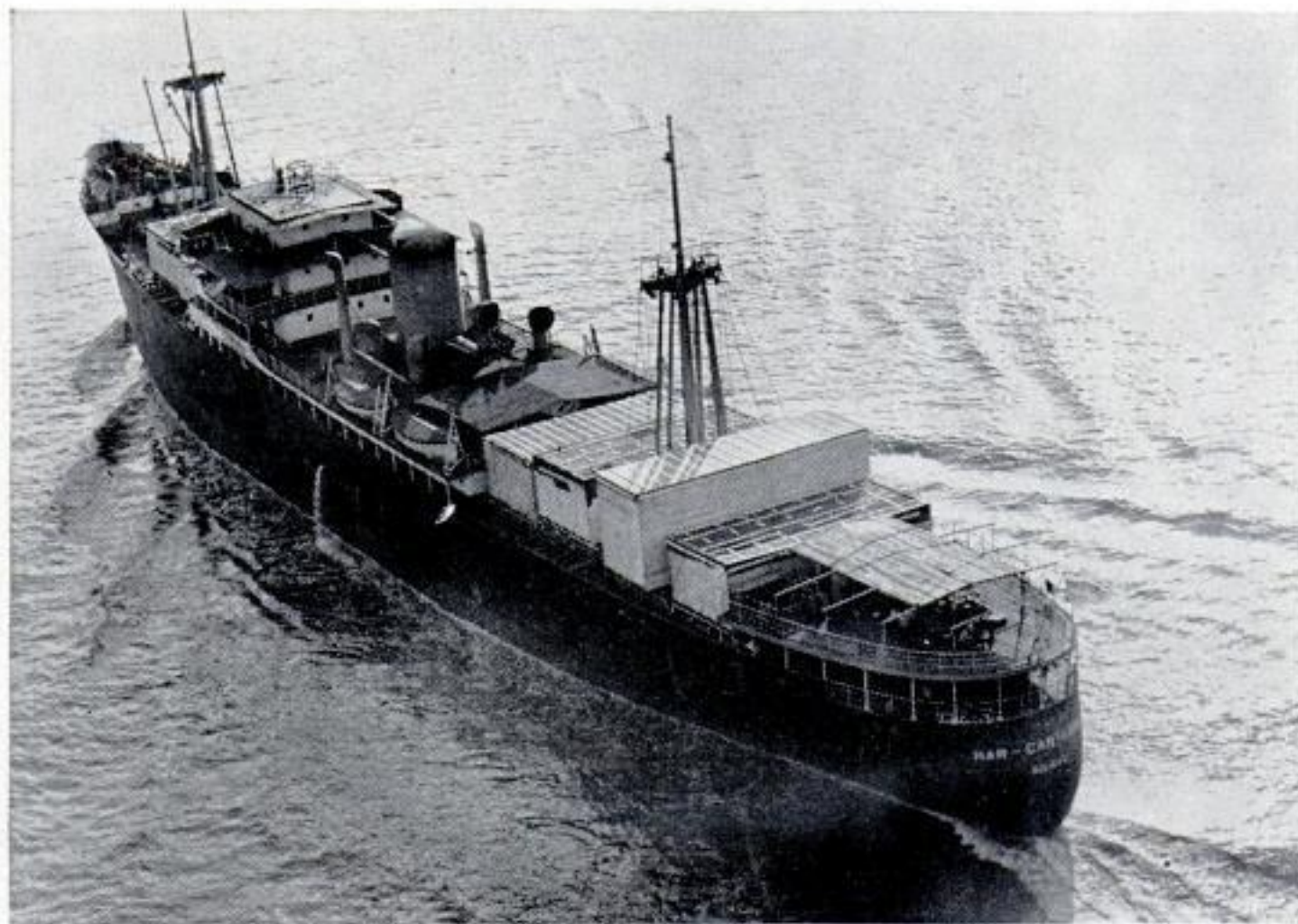
With feverish haste the *Mar Cantábrico* is loaded. The crates are labeled "shoes," "clothing" and "canned goods" but some of them contain airplanes, bound for Spain.



While Congress debates neutrality, the *Mar Cantábrico* casts off from her Brooklyn pier and steams past Governors Island, with the towers of New York in background.



At Sandy Hook according to custom, the *Mar Cantábrico* pauses in her flight to drop her harbor pilot. He can be seen clambering down the rope ladder to small boat.



Out of the harbor she steams with half her cargo still above decks. Meanwhile Flier Bert Acosta, who claims the Spaniards owe him money, is engaged in trying to stop her.



Off Sandy Hook the *Mar Cantábrico* is overtaken by the Coast Guard patrol boat *Icarus*. If Congress cannot stop

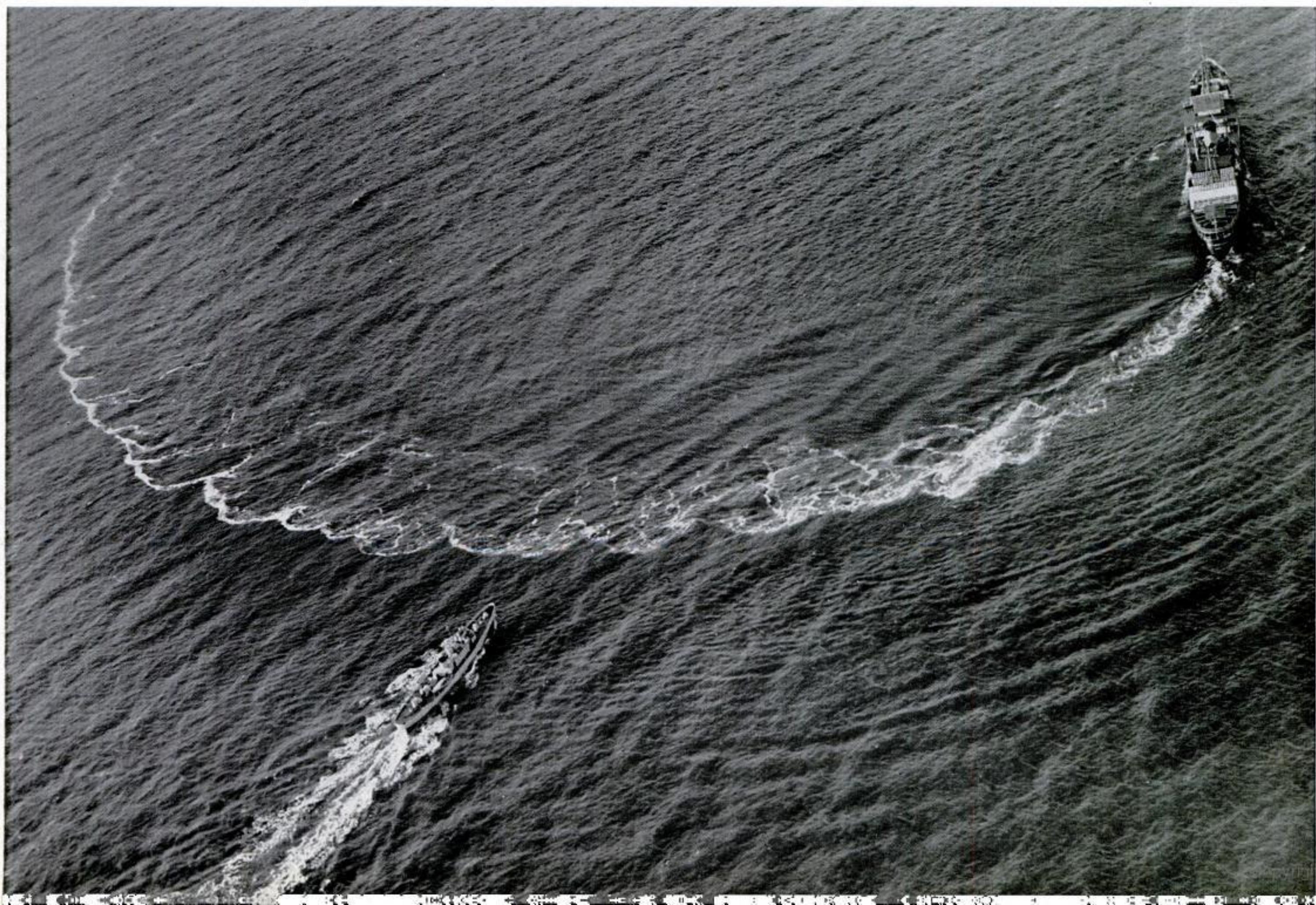
the freighter, perhaps a Federal court can. The *Icarus* has a writ of attachment, obtained by Flier Acosta, against

any goods consigned to the Spanish Air Minister. But the *Icarus* still lacks definite orders to search the freighter.

After cruising aimlessly for an hour, the *Icarus* gets its orders "Let the *Mar Cantábrico* go." Meanwhile

Congress has failed to act in time. Cutting a wide, contemptuous swath across the bow of the little patrol

boat, the munitions ship heads around, steams safely over the three-mile limit on its way to Spain.



Sidewalk Prayers to Governor Save Four out of Six Murderers



On Sept. 2, 1935, a Brooklyn subway collector was killed and robbed of \$245.05 in nickels. Six young thugs were convicted of the murder and sentenced to die. As Sing Sing prepared for a mass execution on Jan. 7, 200 friends and relatives knelt before Governor Lehman's Park Avenue apartment (*above*), prayed for clemency. In Albany, just before the execution, the Governor commuted four death sentences to life imprisonment. To the chair went the two men who actually fired the fatal shots: Joseph Bologna, 24, (*left*) and Theodore Di Donne, 31, (*right*). In Brooklyn, Mrs. Di Donne told her rosary (*below*) as she waited in vain for radio news of her son's reprieve.





The Scatas give thanks. The family of Salvatore Scata, 19, youngest of the killers, went to Sing Sing just before the execution to bid him a last good-bye. While they were there, Governor Lehman decided to spare Scata's life because he had helped the State's case. As they passed

out through the prison gates, the Scatas rejoiced (*above*) that their Salvatore would only have to spend the rest of his life in jail, along with Sam Kimmel, 21, Eugene Bruno, 23, and Dominick Zizzo, 26, whose trial two Court of Appeals' justices felt had not been fair.



The Brunos give thanks. Day before the execution Eugene Bruno was reprieved. In Sing Sing, he yelled: "It's great." In Brooklyn, Bruno's brother (*above, right*) and cousin could not contain themselves, jumped up & down on the Bruno sofa with joy.

The Camera Catches a Portland Milk Thief but the Police Cannot



A crime is being committed here, right before your eyes, as this night prowler steals a quart of milk from the porch of Charles F. Norris of Portland, Ore. Annoyed at repeated thefts of his milk, Mr. Norris, who is pho-

tographer for the University of Oregon's Medical School, set two bottles on a board, placed the board on a spring, ran wires from the spring to flashlight bulbs and his camera, which was focused on the bottles. When the

thief lifted a bottle, he set off bulbs and camera. This picture is what Mr. Norris found on his film. But, even with this good clue, the police have not yet been able to capture the unshaven youth with a prison haircut.

Henry Cabot Lodge Takes His Grandfather's Seat in the Senate



Chief object of attraction to the Press and public when Congress convened on Jan. 5 was the new Senator from Massachusetts, Henry Cabot Lodge Jr. A handsome, charm-



ing young man, Mr. Lodge bears no resemblance at all to his dignified, grey-whiskered grandfather and namesake who for 31 years was a leading statesman in the Senate.



New Senator Lodge's first press conference, seen in the two top pictures and above, was a cheery reunion with old friends from his own days as a Washington corre-



spondent of the New York *Herald Tribune*. With Mr. Lodge in Washington arrived his wife and two sons, nine-year-old George (at left, above) and six-year-old Harry (right).

James Michael Curley Takes Another Wife in Boston



The unsuccessful opponent of Henry Cabot Lodge Jr for a Massachusetts seat in the Senate was James Michael Curley. When his term as Governor expired Jan. 7 Mr. Curley found himself out of public office. Two hours before it expired he married his second wife, Widow Gertrude Casey Dennis. At left they are applying for a marriage license at Boston City Hall.

This is Not a Sit-Down Strike in the Palace of Emperor Franz Josef

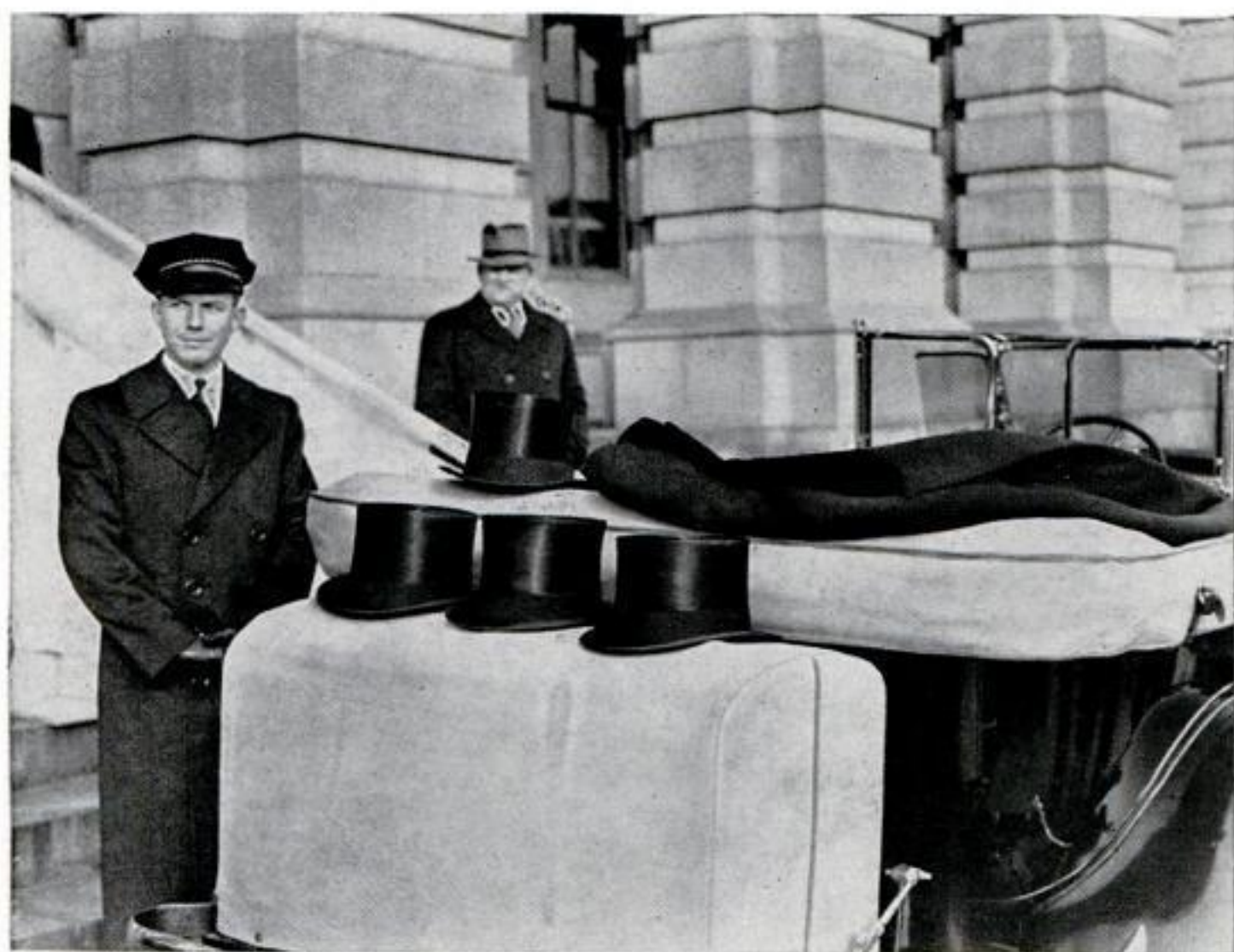


It is a rest hour during the filming of the Paramount movie, *Champagne Waltz*. Strwn about the ballroom floor are Hollywood "dancing extras." The scene which the

extras have been making appears in the picture as a flashback to the days of old Vienna, when Composer Johann Strauss nightly played his great waltzes in the ball-

room of the Grand Palace. The ladies are the beauties of a city which was then the gayest capital of Europe. The gentlemen are officers of the great Emperor Franz Josef.

White House Silk Hats Go to the Capitol



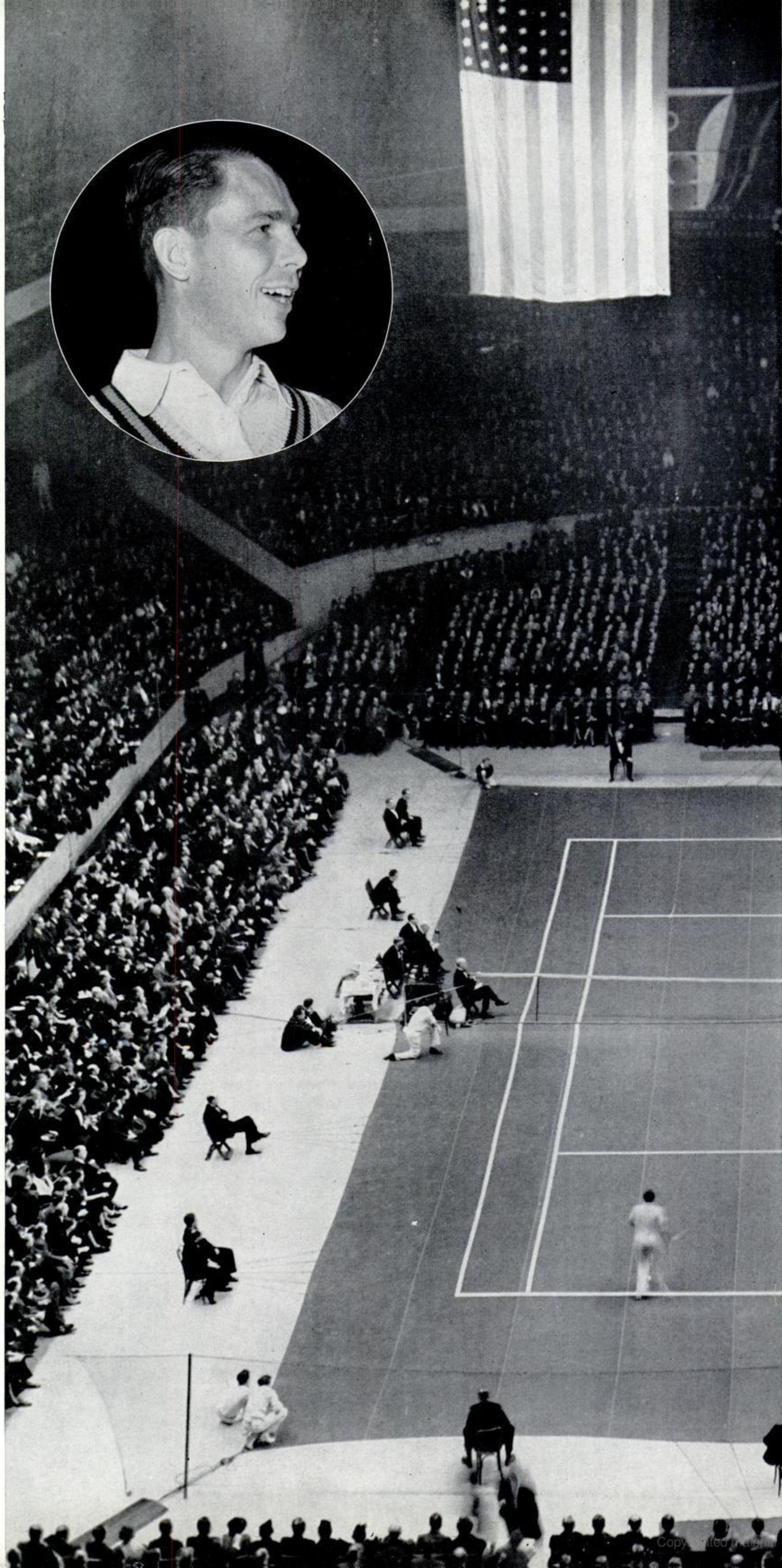
At a side door of the Capitol on Jan. 6, four silk hats glistened in the sun. They are resting on a White House Packard, guarded by a White House chauffeur. That hat and coat on the folded car top belong to President Roosevelt. Those on the trunk belong to his son James and his two secretaries, Steve Early and Marvin McIntyre.

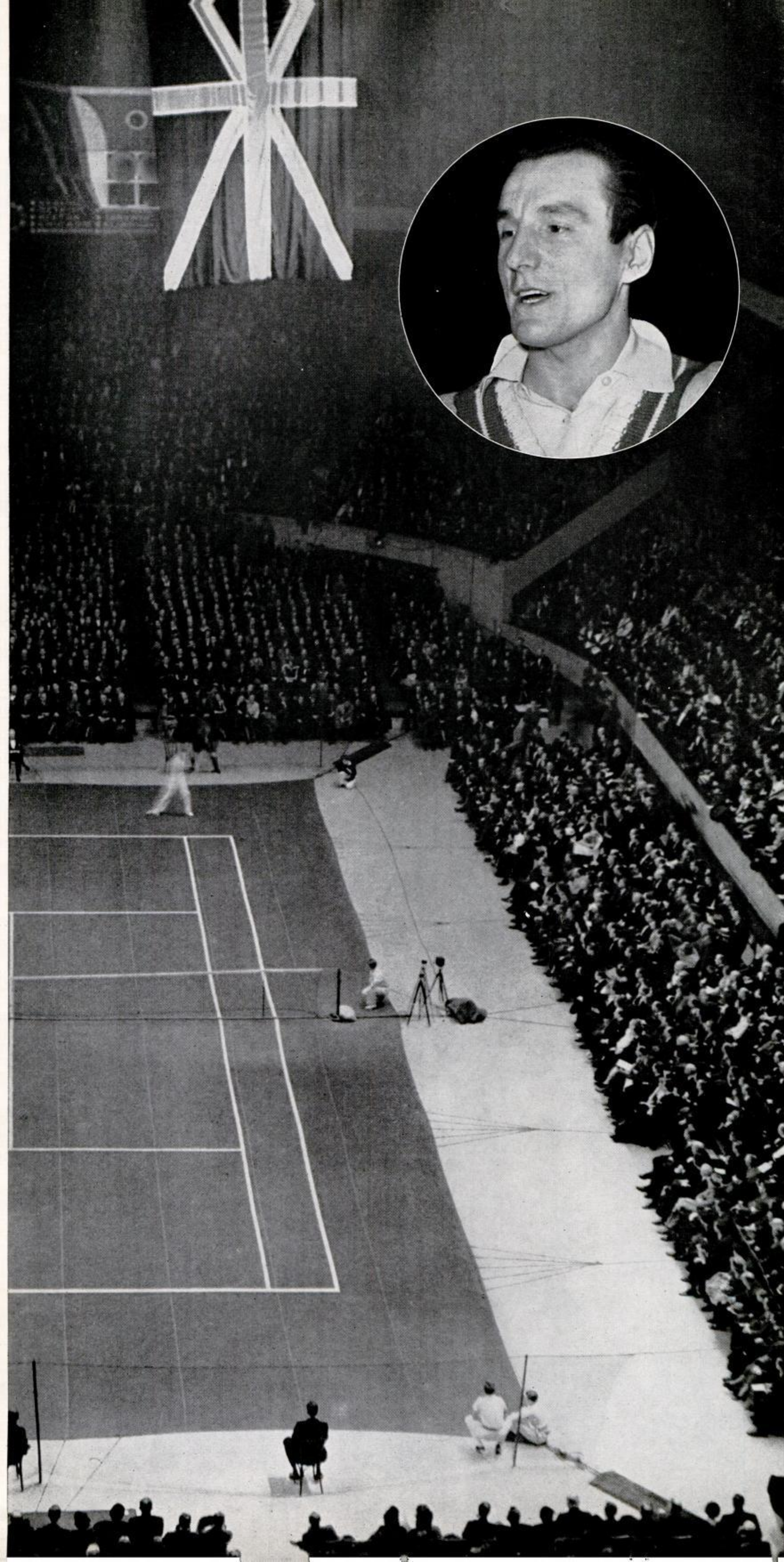


Thirty minutes later the four silk hats have been reclaimed. Now they rest atop the heads, left to right, of President Roosevelt, Mr. McIntyre, Mr. Early and James. Meanwhile the President has delivered to Congress his annual message on the State of the Union, urging the Supreme Court to liberalize its interpretation of the Constitution.

PERRY IN PROFESSIONAL TENNIS BOW BEATS VINES

On Jan. 6, 17,630 tennis fans jammed Manhattan's Madison Square Garden to see Great Britain's black-haired Frederick John Perry make his professional debut by taking three sets out of four from America's gangling Ellsworth Vines (*inset above*). Enlivened by the unfurling of English and U. S. flags, the playing of the two national anthems, and an audience suggestive of an Opera first night, the affair produced a brand of tennis that was generally disappointing. Boxoffice score: \$58,119.50.





Impressive as a spectacle, the Perry-Vines encounter was below top-rank tennis standards because neither player had had sufficient practice and both were physically below par. His tonsils swollen and his temperature at $101\frac{1}{2}$, Vines served ten aces to Perry's five but made 109 errors to the latter's 80. Suffering from a heavy cold, Perry (*inset above, and in left foreground*), who was expected to lose, sensed his opponent's impotency, allowed him to defeat himself. Both men are now on tour, may reverse New York's score when in equal health.



Alert and appreciative, table tennis enthusiasts at Chicago cheer and clap as a player skilfully returns a shot from 15 feet back of table.



Indianapolis's Jimmy McClure, 20, No. 1 U. S. ranking table tennis, will represent the U. S. abroad for the third time.

St. Louis's Bud Blattner, not yet 17, is youngest man on the U. S. team. He is now rated the country's coming champion.

TABLE TENNIS HAS A NEW U. S. TEAM

Seven men and women survive a national tournament in Chicago to play abroad next month.

LONG popular in Europe, table tennis is no longer considered a sissy sport in the U. S. where some 3,000,000 self-respecting citizens play it. A U. S. Table Tennis Association includes 26 states and 3,000 registered players. Herewith are some pictures of the Association's sixth annual national inter-city

championships, recently held in the ballroom of Chicago's Lake Shore Athletic Club. On the basis of their play, four men and three women were named to join Ruth Aarons, world champion (*see opposite page*), on the U. S. team competing in the eleventh annual world's championships in Austria next month.



New York's Bernard Grimes won 12 games, lost 0.



Chicago's Ralph Muchow deftly reaches for a difficult backhand



Chicago's Jay Purves will play for the U. S. in Austria next month.



Newark's William Cross adroitly retrieves a drive to his backhand.

Chicago's Mildred Wilkinson (*inset below*), a hard-hitting woman player.



Women's world champion is New York's 17-year-old Ruth Hughes Aarons, here shown after a long-range chop-shot.

JUST BEFORE PLAY BEGAN IN THE ANNUAL NATIONAL INTERCITY TOURNAMENT.





Britain's Noble Beauties

AMERICANS who are invited to the top-flight London parties of this Coronation Year will see one or more of the high-born beauties shown on the following pages. The lovely blonde above is Lady Marguerite Rose, 23, wife of Mr. Claud Dobrée Strickland and daughter of the ninth Earl of Darnley. The Darnleys are not descended from Mary Queen of Scots' Earl of Darnley.

English peeresses are in general handsomer, taller, flatter-hipped and slimmer than American women of the same social level. The moist English air is supposed to give them their superb, clear skins and bright, curly hair. They get far more exercise than American women, their digestions are better and they take better care of themselves. But they exert less sex appeal.



VISCOUNTESS BRIDPORT AS AURORA, GODDESS OF THE DAWN



THE COUNTESS OF SHREWSBURY AS ARIADNE



Lady Bridgett, 24, War orphan of the 600-year-old Norman-English house of Poulett, sister of the young eighth Earl, whose coat of arms shows Adam and Eve. A Poulett was jailer of Mary, Queen of Scots.



Lady Margaret Sheila, 39, was born in Australia. Having divorced the late rake, Lord Loughborough, she is now married to the 11th Baronet of Milbanke. A Milbanke was a cup-bearer to Mary, Queen of Scots.



Lady Jean, 21, orphaned by the War, second wife of the rich Baron Brougham & Vaux, whose ancestor gave his name to a carriage and his face to *Punch*. Her stepfather is 21st Knight of Kerry, a self-made title.



Violet Valerie, 27, first wife of the Baron Brougham & Vaux, granddaughter of famed Field Marshal French, present wife of Mr. Philip Kindersley, whose father is chairman of Lazard Brothers, bankers.

(CONTINUED)



Lady Ann Pamela, 23, unmarried daughter of the fifth Earl of Bradford of a line of Shropshire sheriffs and very prolific courtiers. Her father was private secretary to Prime Ministers Salisbury and Balfour.



Lady Alexandra, 29, eldest daughter of the late Field Marshal Earl Haig, 29th Laird of Bemersyde of the landed gentry of the North Country. Her mother was maid of honor to Queens Victoria and Alexandra.



Lady Mary Gwendoline, 24, daughter of a famed cricket-player and actor named Foster, wife of Inigo Brassey Freeman-Thomas, Viscount Ratendone, son and heir of the Earl of Willingdon, one-time Viceroy of India.



Lady Anne, 29, socialite sister of Oliver Messel, English theatrical designer, wife of the Anglo-Irish sixth Earl of Rosse, whose ancestors fought the Irish and set up an almshouse for "four aged Protestants."

The Ten Youngest Duchesses



Duchess of Leinster, 33, former wife of a New York bandleader. Her husband is Ireland's stony-broke Premier Duke, Marquess and Earl.



Duchess of Beaufort, 39, elder daughter of the Marquess of Cambridge, whose rich husband has his own hunt, the Duke of Beaufort's.



Duchess of Richmond, 32, is an English minister's daughter. The Duke is an illegitimate descendant of Charles II by the French Duchess d'Aubigny, Duchess of Portsmouth.



Duchess of Leeds, 27, a Serbian ballet dancer, daughter of the late Yugoslav Consul de Malkhazouny in Paris. Her husband has sold his English properties for \$1,250,000.



Duchess of Manchester, 39, once an actress, second wife of a spendthrift peer whose ancestor won the Battle of Marston Moor, protested against the murder of Charles I.



Duchess of Roxburghe, 21, youngest daughter of Marquess of Crewe, whose husband has a Scottish title and an American mother, daughter of the late New York Banker Goelet.



Duchess of Grafton, 39, whose husband was a "country cousin" until the ninth Duke was killed in the Irish Grand Prix race last year.



Duchess of Marlborough, 36, daughter of the ancient Welsh house of Cadogan, whose very rich Duke is a son of Consuelo Vanderbilt.



Duchess of Westminster, 34, daughter of the Constable of the Round Tower, third wife of the very rich and twice-divorced second Duke.



Duchess of Buccleuch, 36, whose kinsman married the Princess Royal, and whose husband is brother to the Royal Duchess of Gloucester.





100 AFRICAN HIPPOS SCARED BY AIRPLANE

These hippopotami were calmly feeding in an East African river last autumn when an Imperial Airways plane flew over, swooping so low that an official could take this notable photograph. Frightened by the roar of the engines, the hippos scrambled madly to get out of the plane's way and the camera caught their panic-stricken churning. Ordinarily, a hippopotamus is not an easily disturbed animal. Placid and non-aggressive, he leads a serene and regular life, breathes slowly and lives a long time. He never attacks anyone unless he is wounded or is growing old and ill-tempered. But when the routine of his life is upset, he can become an hysterical victim of mob psychology. This is an unusually large herd of hippos. Usually they gather in groups of 20 to 40. Perhaps, as in the case of the elephants on the next page, the aerial photographer snapped a congregation of several herds.

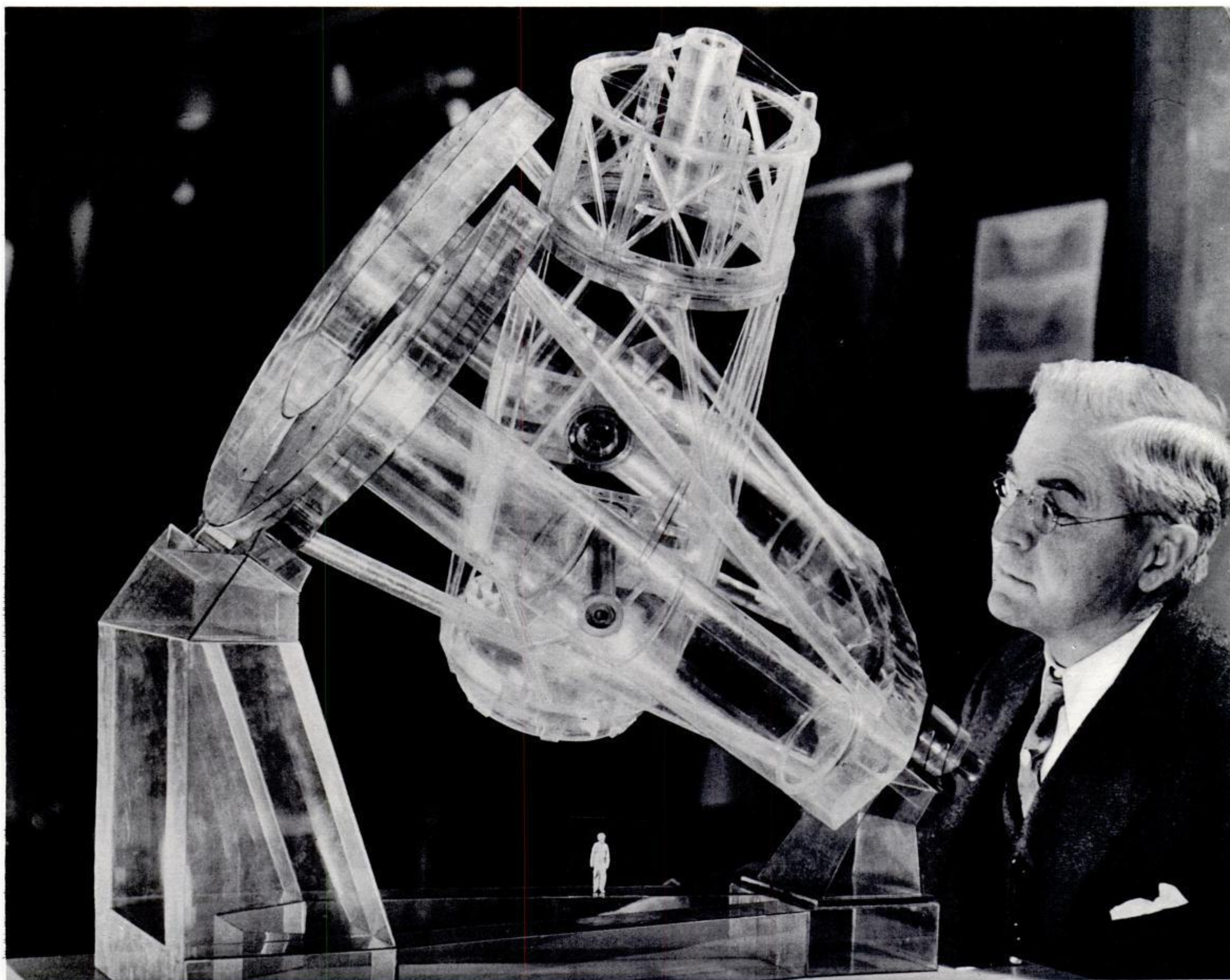


200 SCARED ELEPHANTS



These African elephants were sloshing about in a Sudan stream in 1932 when Sir Alan Cobham, the British aviator, passed overhead on one of his African flights, paused long enough to take this picture. Like the hippopotami on the previous pages, the beasts were frightened and they stampeded off with a vast splashing and trumpeting. The average African elephant herd is made up

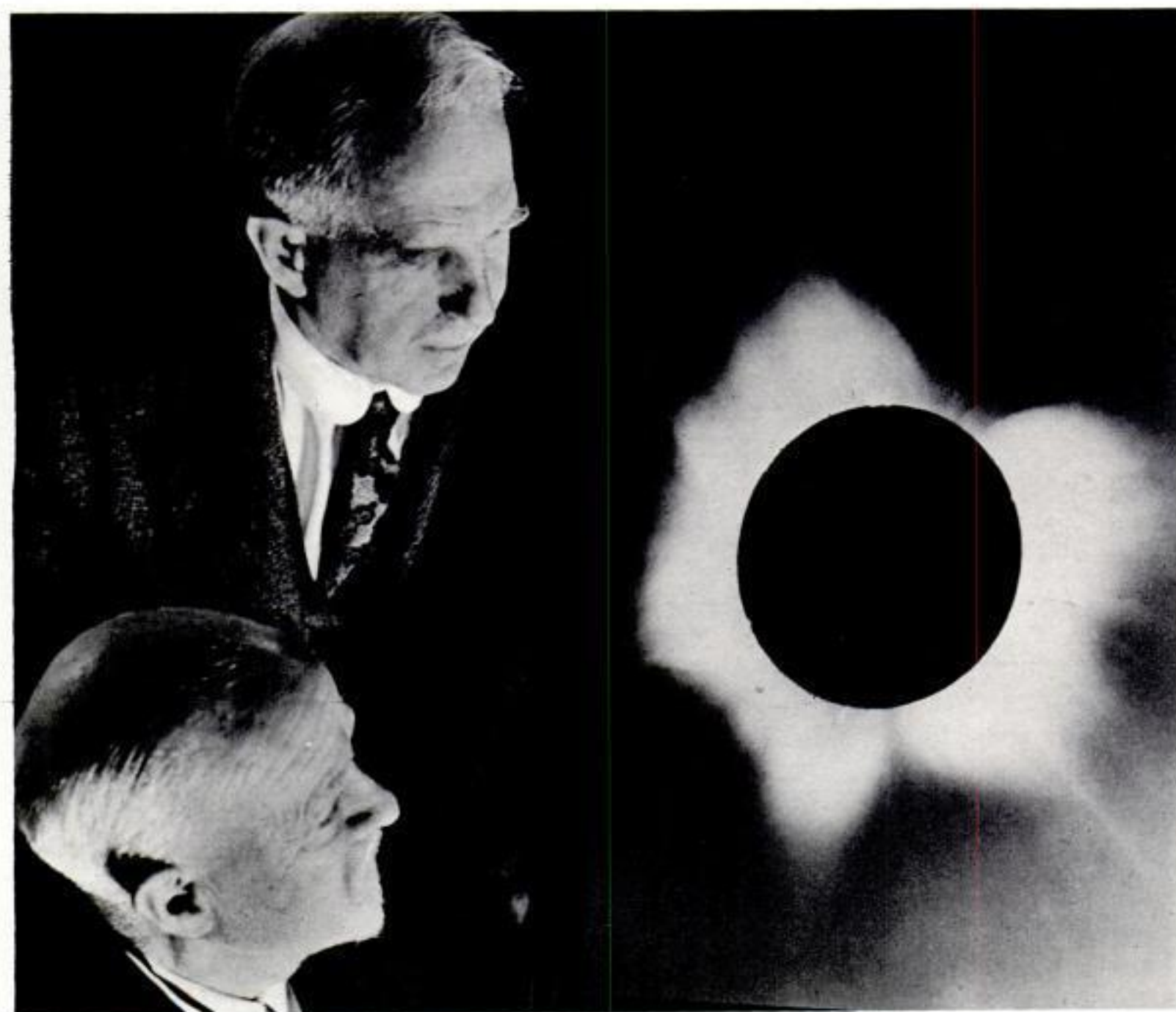
of about 30 beasts. This is probably half a dozen herds gathered together before a long trek. The African elephant never charges in a herd like this unless he is frightened and is running away. Then he goes in wrong directions, bumps into trees, loses his usual good sense. Not so the big cow elephant at the top which has turned around and is waiting to make sure her squealing calf is safe.



The world's largest telescope, shown here in a transparent celluloid model, is being inspected by Dartmouth's

Physicist Gordon Ferrie Hull, co-discoverer of the principle that light exerts pressure. When the telescope is com-

pleted on California's Mt. Palomar, its 200-inch reflecting mirror will bring the Moon within 24 miles of the Earth.



SOME SCIENTIFIC FACTS, SOME FACES OF SCIENTISTS SEEN IN ATLANTIC CITY

DR. GORDON FERRIE HULL, Professor of Physics at Dartmouth (shown above) ranked high among the 2,000 natural scientists who gathered over the New Year in Atlantic City for the biggest annual meeting of the American Association for the Advancement of Science. Born in Canada 66 years ago, Dr. Hull belongs to the small and select group of U. S. scientists who have made an important contribution to knowledge. Over 20 years ago, with the late Dr. Ernest Fox Nichols, he discovered that light exerts a measurable pressure on everything it strikes. Today he is consulting physicist for the U. S. Army's Ordnance Department. Other famous veterans at the Atlantic City meeting were Dr. Lyman James Briggs, director of the U. S. Bureau of Standards (upper) and Professor (Emeritus) William Frederick Durand of Stanford (lower), seen studying an illuminated photograph of the latest important eclipse of the sun, visible last June in Siberia.

Entomology is the study of insect life. Dr. Frank Lutz (below) is the American Museum of Natural History's Curator of Entomology, presides over its 1,500,000 bugs.



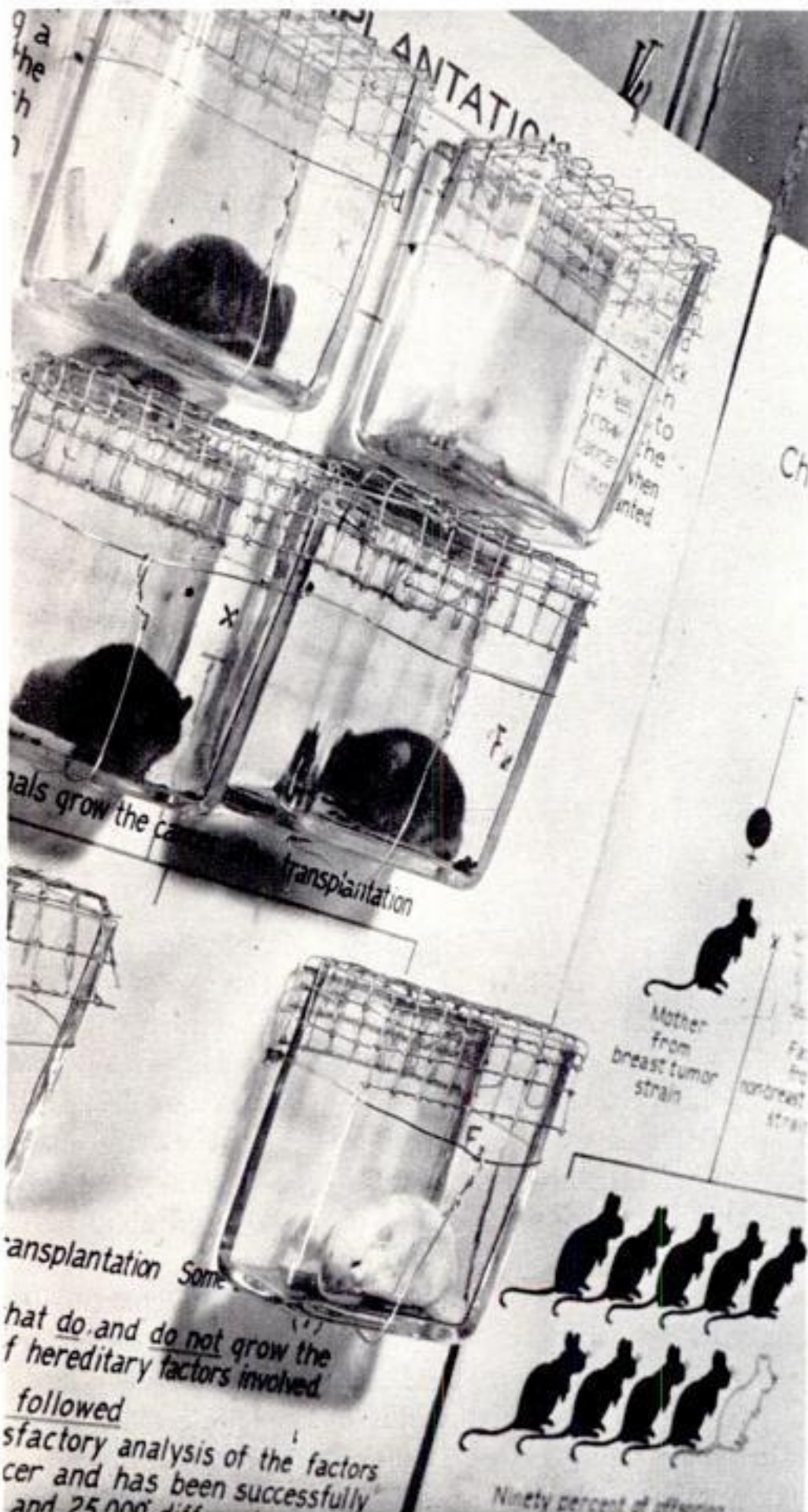
Zoology is the study of animal life. Ross Granville Harrison (below) is Professor of Zoology at Yale, Yale's greatest scientist, famed for work on tissue growth.



Biology is the study of all life, includes zoology, entomology, physiology, pathology, etc., etc. Biologist George Howard Parker (above, with friends) has been teaching zoology at Harvard since 1906, has directed its zoological laboratories since 1921.



Cancer makes Drs. Little and Slye personal friends, leaves them scientific enemies.



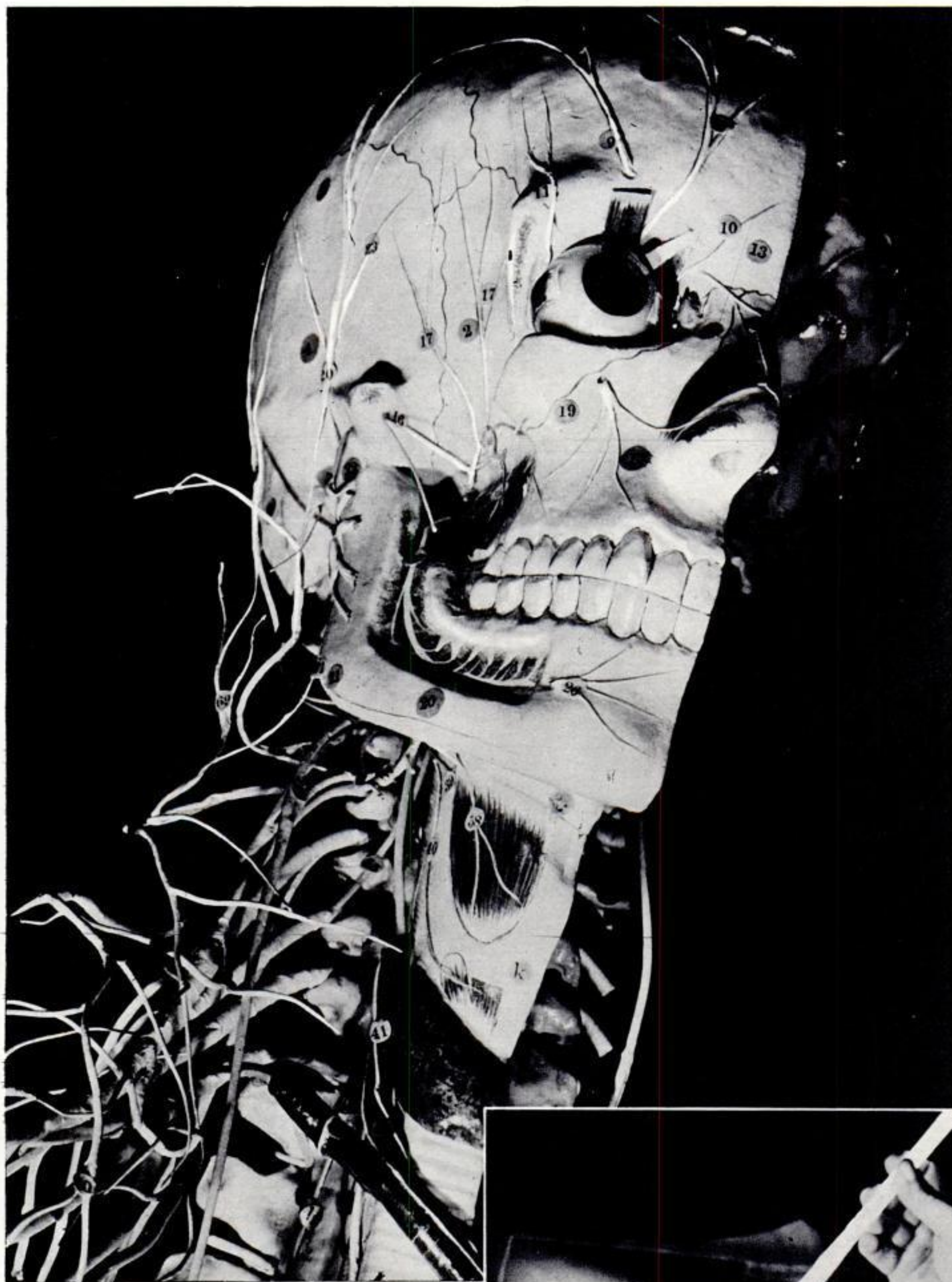
Most disputed mice in America belong to Dr. Clarence Cook Little and Dr. Maud Slye. Above are Dr. Little's mice. By breeding them he says he proves Dr. Slye wrong in saying that she can breed the tendency to cancer out of mice or men.



Most disputatious mice breeders in America are Dr. Little of Bar Harbor, Maine, (left) and Dr. Slye of the University of Chicago (center), here shown with Vienna's Walter Schiller, a cancer clinician. Though

they got together for the first time as friends in Atlantic City to drink cocktails and argue amiably, Drs. Little and Slye stuck stubbornly to their contradictory theories, left their old cancer feud unsettled.

SCIENCE'S FACTS AND FACES (CONTINUED)



THIS staring skull startled lay visitors to Atlantic City, made scientists feel at home. Made of papier-mâché and exhibited by the Clay-Adams Co., it is part of a large model of the human nervous system. The wire-like lines are nerves, each carefully numbered for reference. The glass eyes are removable. Making such anatomical models for teaching purposes is a small but thriving business and the Clay-Adams concern will on order turn out a reproduction of any known vertebrate. It will also repair or service outworn skeletons. Most of its models are made in Japan, hence have a Japanese cast of countenance. List price of this model, which is guaranteed washable, is \$45.



Sardar Singh came from Punjab, India, to study bee culture at Cornell, was a scrupulously thoughtful A. A. S. visitor.



Scientist at dinner. He dressed for the occasion but absent-mindedly forgot to tuck in his ready-made black tie.



Heat to fuse quartz is applied by this expert glass blower in Atlantic City. He is protected by an asbestos shield and dark glass from the pressure-gas flame of 1,800°

cent. (The sun's surface is 6,000°.) His hands are not burned because fused quartz is a non-conductor of heat. It is used chiefly for ultraviolet ray lamps.



FOR DIGESTION'S SAKE... — SMOKE CAMELS!

"I'LL O.K. THAT"—SAYS "PAT" PATTON,
STEEL-NERVED OIL-WELL FIRE FIGHTER

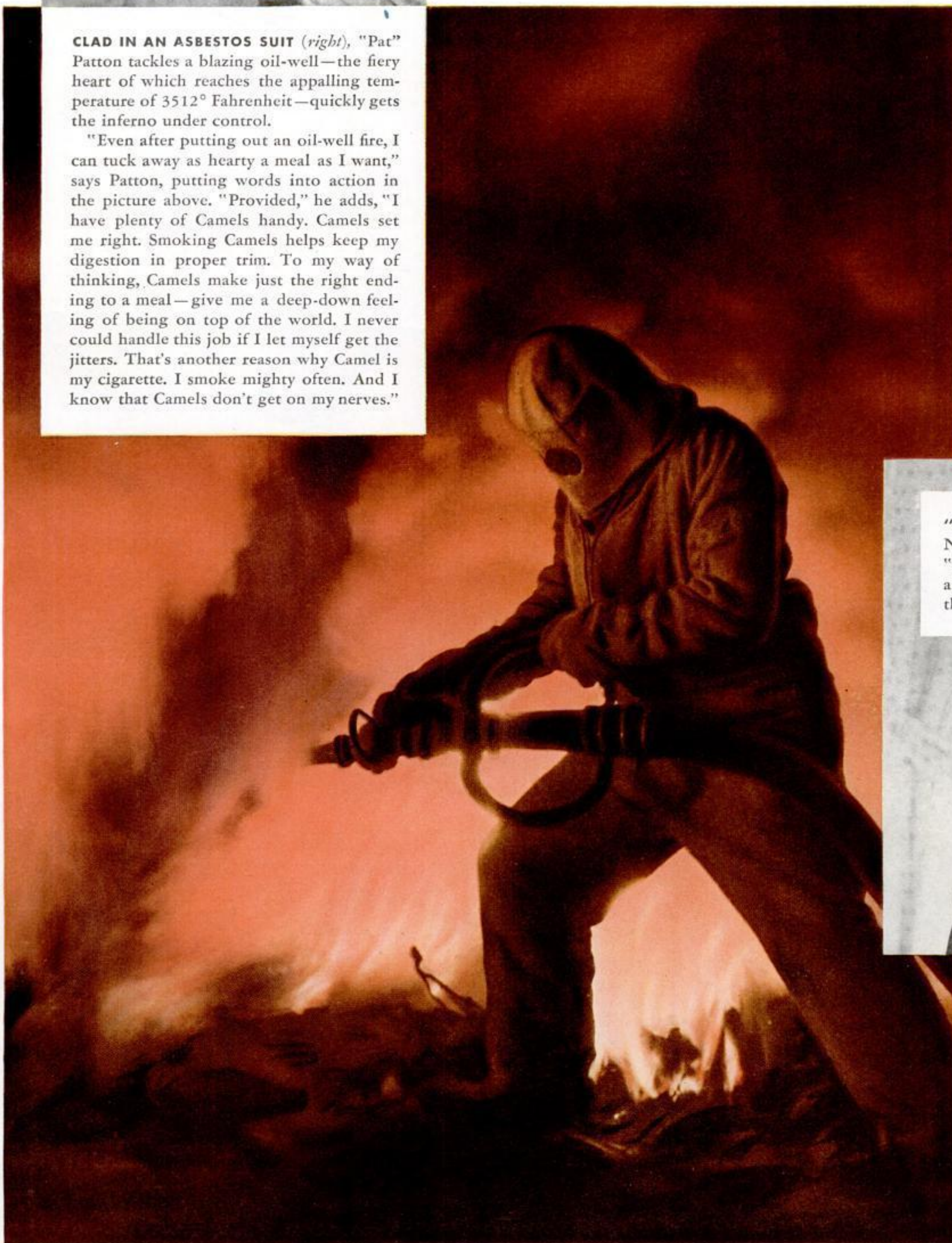
CLAD IN AN ASBESTOS SUIT (right), "Pat" Patton tackles a blazing oil-well—the fiery heart of which reaches the appalling temperature of 3512° Fahrenheit—quickly gets the inferno under control.

"Even after putting out an oil-well fire, I can tuck away as hearty a meal as I want," says Patton, putting words into action in the picture above. "Provided," he adds, "I have plenty of Camels handy. Camels set me right. Smoking Camels helps keep my digestion in proper trim. To my way of thinking, Camels make just the right ending to a meal—give me a deep-down feeling of being on top of the world. I never could handle this job if I let myself get the jitters. That's another reason why Camel is my cigarette. I smoke mighty often. And I know that Camels don't get on my nerves."

Digestion often needs
a "lift" too!

OFTEN during a hard, tiring day, smokers pause to get a "lift" in energy with a Camel. And at meal-times Camels offer a helping hand to good digestion. They help you to enjoy your food more. And they increase the flow of fluids—alkaline digestive fluids—that are so vital to a sense of well-being after eating. Make every meal more zestful—more pleasant—by smoking Camels as a regular part of dining. With their matchless mildness, Camels are better for steady smoking. They don't get on your nerves or tire your taste.

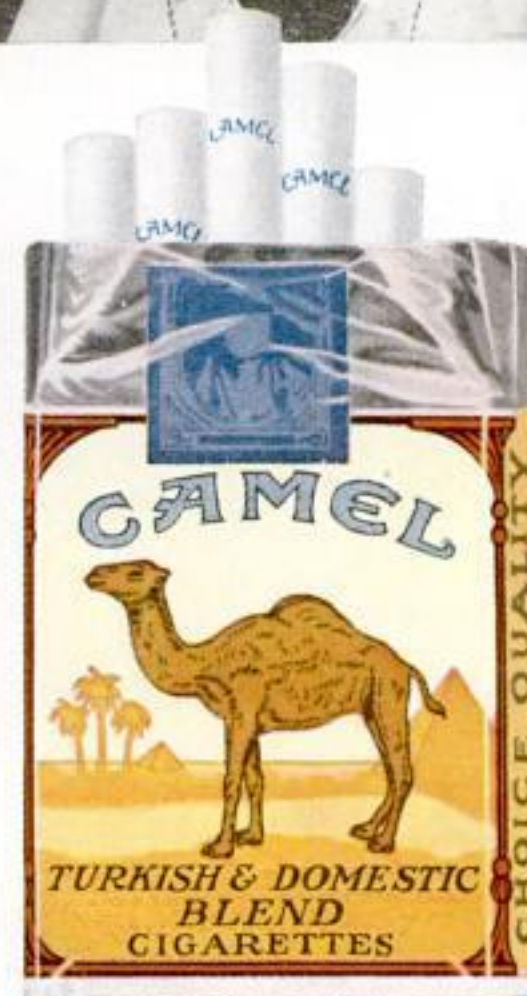
"**CAMELS ARE GRAND** at mealtimes," says New York matron, Mrs. Vincent Murray. "I smoke them during meals and after—and my digestion works like a top. Most of the women I know smoke Camels."



**COSTLIER
TOBACCOS**

Camels are made from finer, MORE EXPENSIVE TOBACCOS
— Turkish and Domestic — than any other popular brand.

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"HENRI, prepare to be astonish'!"



"THIS champagne reminds me, Henri—while in America, I made a most astonishing discovery.

"There they have achieved in a whiskey called Four Roses the immortal greatness. And they have done it the very way our countrymen produce our most glorious champagne.

"You well know how the finest champagne is made—by *blending together several champagnes* from the most respected vineyards so that each may contribute its own qualities to *one* champagne that is perfection itself.

"So, too, do they accomplish this great Four Roses Whiskey. First, they select several straight whiskies—each superlative for some

distinctive quality. This may be aroma, or body, or smoothness, or flavor.

"Then with a skill amounting to artistry they bring all these straight whiskies (*and only straight whiskies!*) together—so that the special virtues of all are blended in one liquor most remarkably superior.

"I heard it said that this whiskey—Four Roses—is America's finest. But I tell you confidentially, Henri, it is more. It is one of the noblest liquors of the whole world!"

For the new edition of "Irvin S. Cobb's Own Recipe Book," send 10¢ in stamps to Frankfort Distilleries, Incorporated, Louisville, Ky.

Frankfort Distilleries, Incorporated, Louisville and Baltimore, also make Paul Jones (92 proof), Old Oscar Pepper and Mattingly & Moore (both 90 proof)—all blends of straight whiskies.

FOUR ROSES

A BLEND OF STRAIGHT WHISKIES . . . 94 PROOF



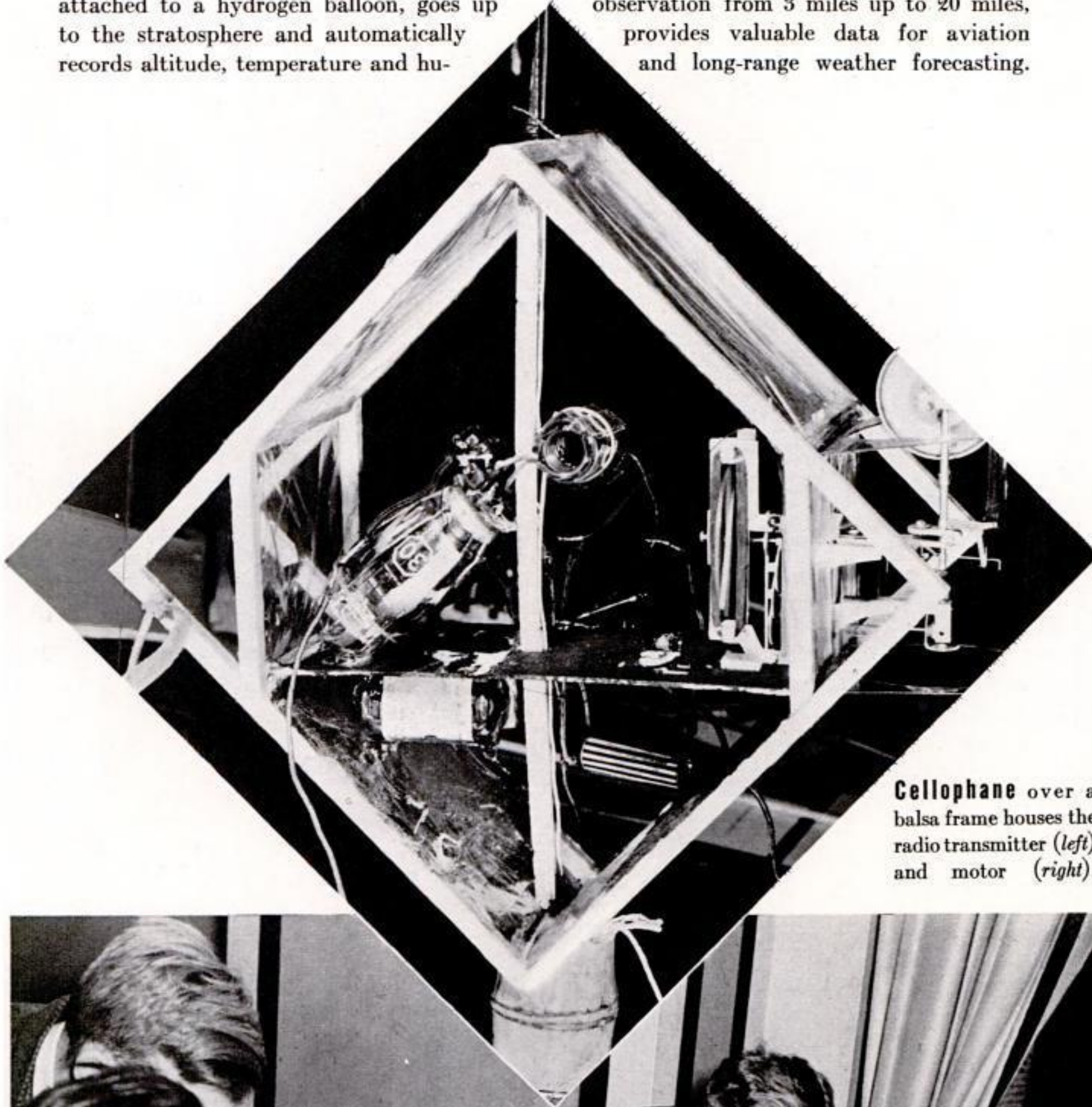
★ WE BELIEVE FOUR ROSES IS AMERICA'S FINEST WHISKEY, REGARDLESS OF AGE OR PRICE ★

A RADIOMETEOROGRAPH GOES UP 20 MILES

... and reports back on the stratosphere's weather

Advancement of Science members in Atlantic City saw the U. S. Weather Bureau demonstrate its new weather-observing device, the radiometeorograph. This one-pound machine, attached to a hydrogen balloon, goes up to the stratosphere and automatically records altitude, temperature and hu-

midity changes on its way. These reports are transmitted to the ground through a tiny radio. Not yet widely used (for lack of money), it stretches the Bureau's range of observation from 3 miles up to 20 miles, provides valuable data for aviation and long-range weather forecasting.



Cellophane over a balsa frame houses the radio transmitter (left) and motor (right).



The receiving apparatus gets a continuous record of changes in altitude, temperature and humidity

from the radiometeorograph in the balloon. Signals come in on ticker tape as lines of different length.



Before release, warnings against inflammable hydrogen are pasted on units for finders of the few that land safely.

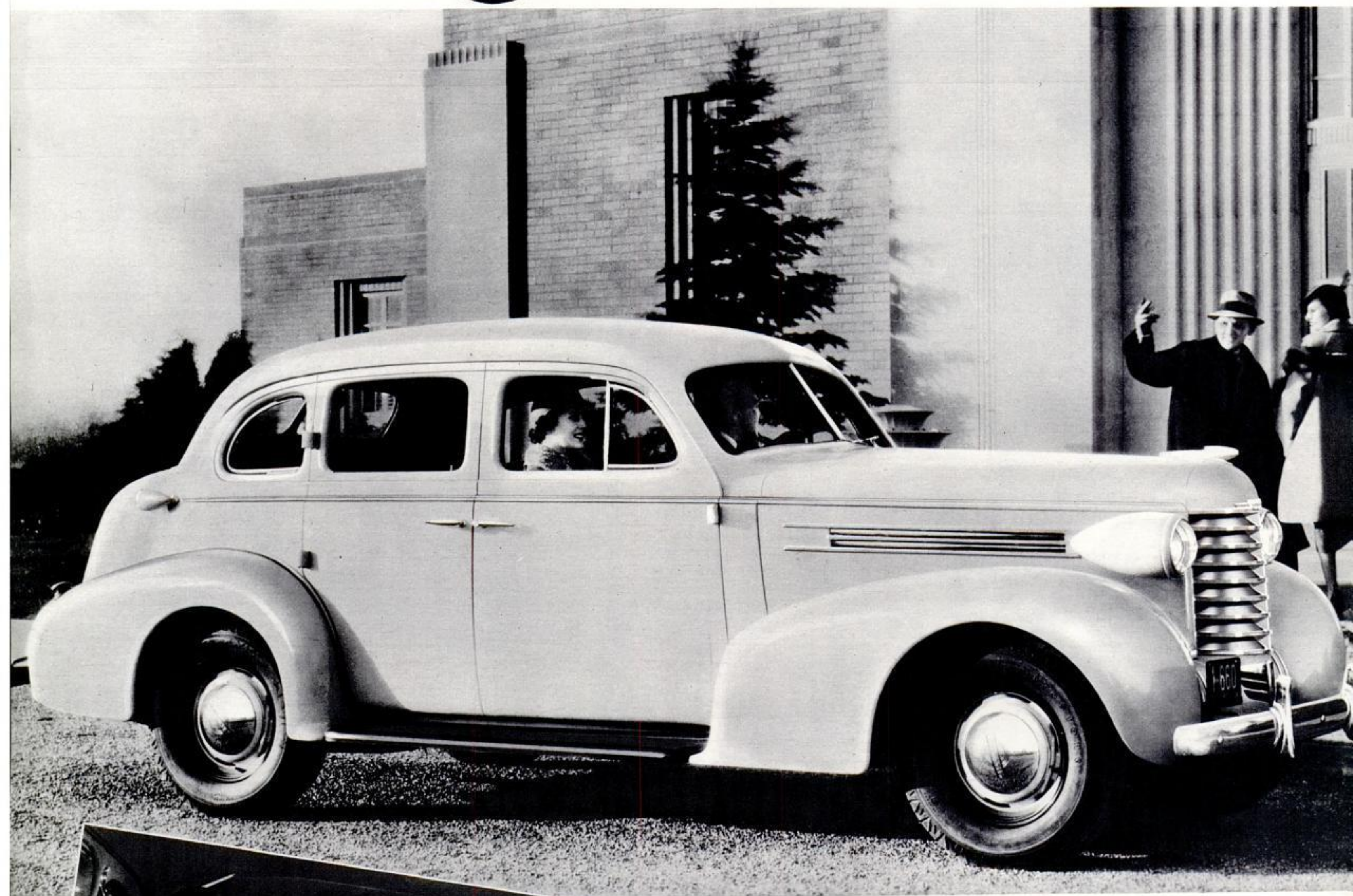


Recording begins even before the radiometeorograph leaves the ground, continues until the balloon bursts, 12 to 20 miles up.



One trip is all most units make as they are usually shattered in their long fall to earth. Today they cost \$32 each.

"The most popular Oldsmobile



Big and Roomy—with Every Modern Comfort Feature

New Unisteel Turret Top Bodies by Fisher . . . Knee-Action Wheels
New Triple Sealed Super-Hydraulic Brakes . . . Center-Control Steering
. . . Dual Ride Stabilizers . . . Unobstructed Floors . . . Safety Glass
Standard Throughout . . . Electro-Hardened Aluminum Pistons . . . New
Stabilized Front End . . . Fisher No Draft Ventilation . . . And Many
Other Fine-Car Features . . . "The Cars that have Everything for 1937"

SIXES \$685 and up • EIGHTS \$785 and up. List prices,
at Lansing, Michigan, subject to change without notice. Cars illustrated:
upper left, Six 4-Door Touring Sedan, \$815; at right, Eight 4-Door
Touring Sedan, \$915, list. Standard Accessories: Bumpers, Bumper
Guards, Spare Tire and Tube, Metal Spring Covers—\$37.50 on
the Six, \$45.00 on the Eight. Additional Accessories and Equip-
ment—Optional. Taxes, Transportation, Delivery and Hand-
ling Charges—Extra. GENERAL MOTORS INSTALMENT PLAN

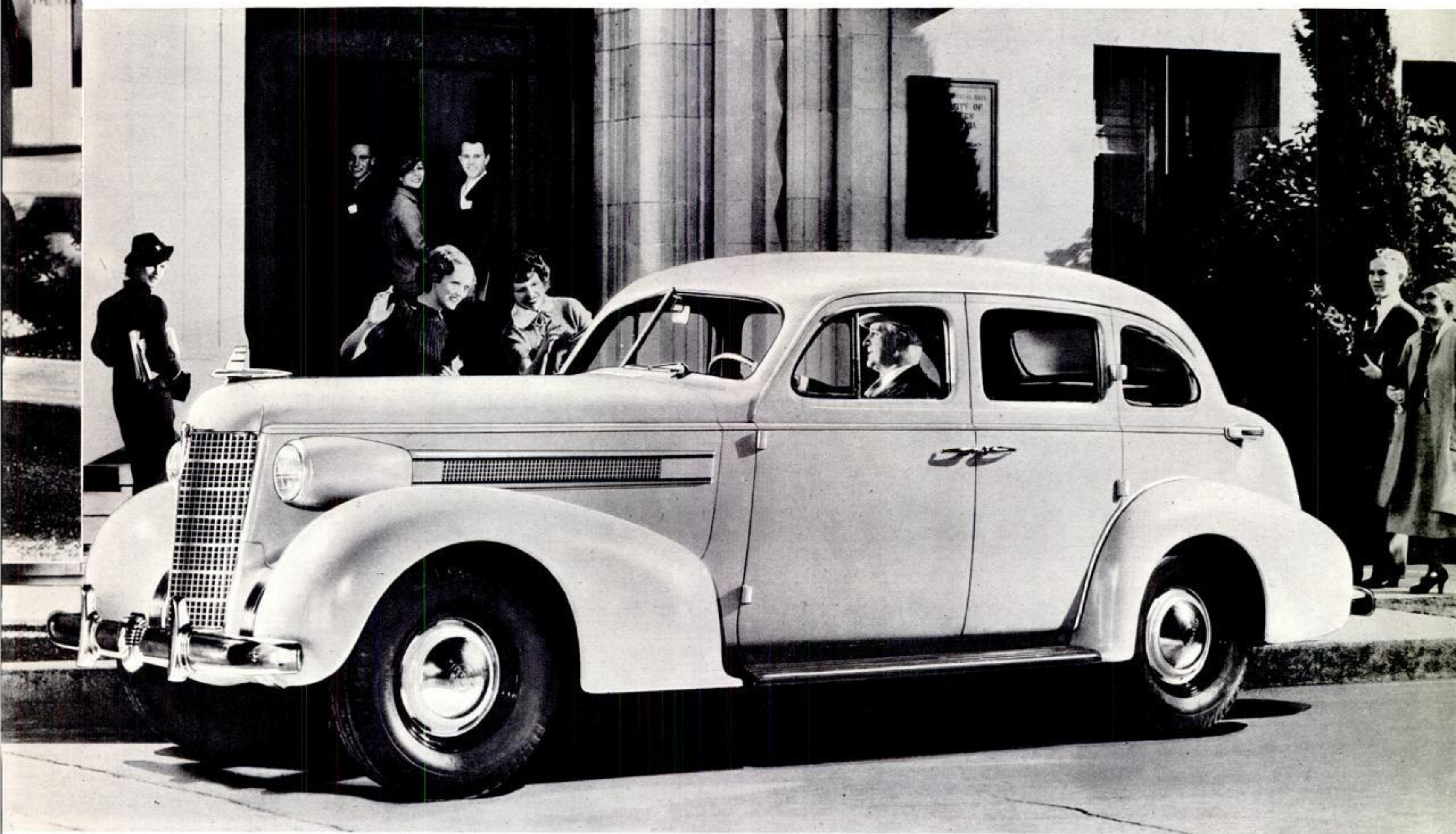
cars in History



DISTINCTIVE NEW SIX AND DISTINGUISHED NEW EIGHT ARE BREAKING ALL RECORDS IN SALES BECAUSE THEY BREAK ALL RECORDS FOR VALUE

SALES figures prove it . . . the enthusiasm of owners establishes it beyond a doubt . . . Oldsmobile's two great new cars for 1937 are reaching new heights of popularity, even for Oldsmobile. The big, smart, 95 h. p. Six is winning new thousands of buyers to better-car ownership. The great, luxurious, 110 h. p. Eight is proving to additional

thousands that fine-car transportation need not be expensive. With their traditional Oldsmobile quality and dependability, their full complement of modern fine-car features, and a choice of two distinctly different Style-Leader Styles, the 1937 Oldsmobiles are cars that you, too, should see and drive. For they are priced to set the 1937 pace in value!



Oldsmobile 6 and 8

One Sensible Rule to Observe When Drinking...

Giddy-ap...Whoa!



WITH a horse that's frisky...or a "pony" of whiskey...know when to "pull up on the reins". Most important of all, know the nature of whatever you hitch your carriage or your cocktail to. Hitch it to G & W. Why G & W? Because it's *Good Whiskey*. Good to begin with because it begins with good ingredients. Good all the way through because it's *controlled* at every step. Don't run away with it, and it won't run away with you. *Get Wise... get G & W tonight. It's Good Whiskey!*

Here are just three of G & W's line of fine whiskies... a price to suit every purse, a type to suit every person. Whether you want a Good Whiskey or a Gin Wonder, look for the initials "G & W"... You can't Go Wrong!



Get Wise...get **G & W** *...it's Good Whiskey*

© 1937 GOODERHAM & WORTS, LTD., Detroit, Michigan—Est. 1832. G & W 7-Star Blended Whiskey, 90 proof—The straight whiskey in this product is six years old; 35% straight whiskey, 65% neutral spirits distilled from grain. G & W 5-Star Blended Whiskey, 90 proof—The straight whiskey in this product is six years old; 23% straight whiskey, 77% neutral spirits distilled from grain. G & W Bonded Stock Straight Bourbon or Rye Whiskey, 100 proof—Bottled in Bond in Canada. This whiskey is seven years old.

LIFE's Charter Rate stands until February first . . .

Before LIFE began, a special subscription price of \$3.50 was offered to Charter Subscribers—a temporary rate with no time limit stated. The publishers are holding open this \$3.50 rate until February 1, when the charter rate yields to the regular subscription price of \$4.50 a year (\$5.00 in Canada).

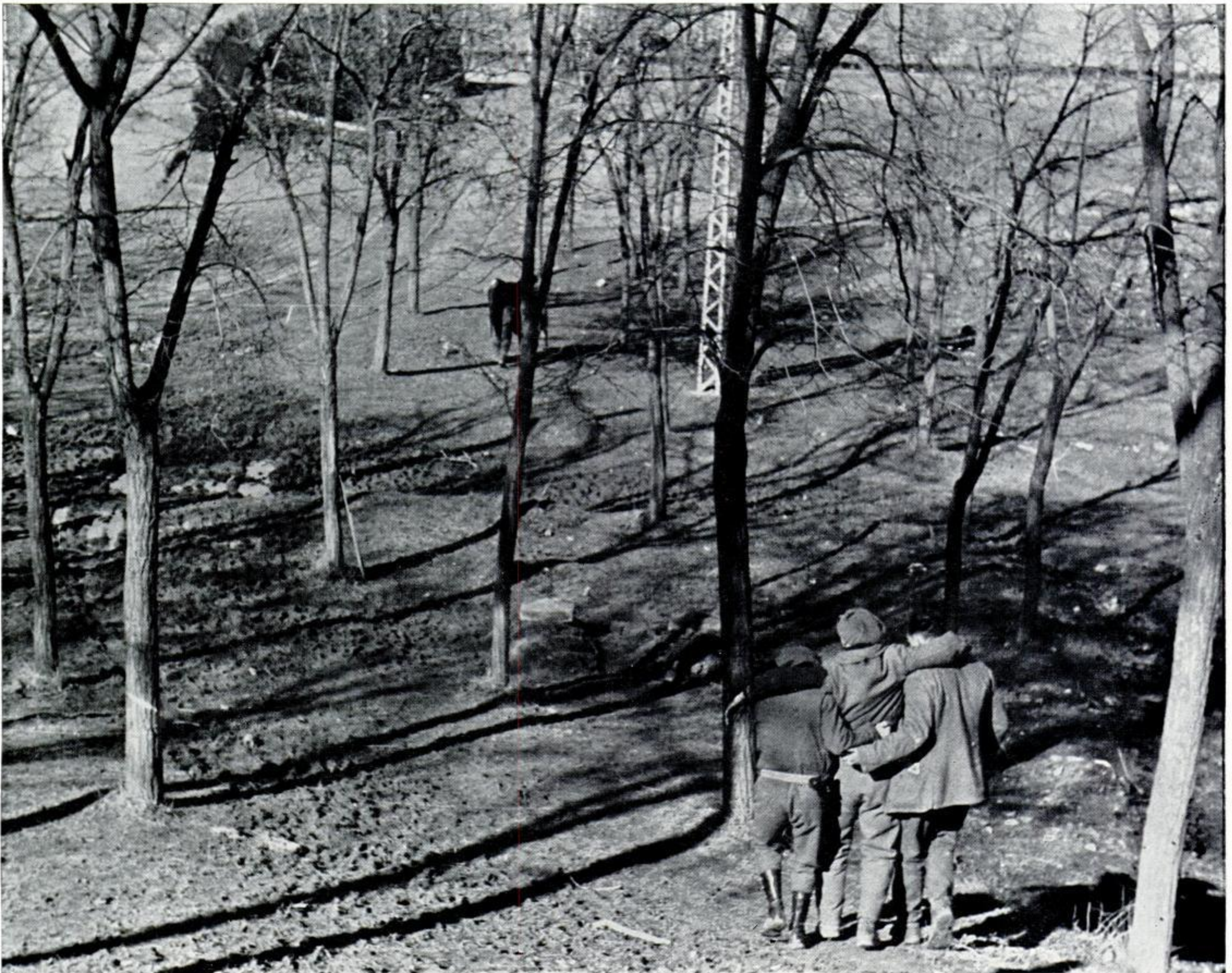
The charter rate continues until February 1 because the swamping demand for LIFE has kept the subscription offices running three weeks behind in entering subscriptions. On and after that day, all subscriptions must be entered at the regular subscription price of \$4.50 a year.

Until the publishers can satisfy the demand in the United States and Canada, LIFE cannot accept any further foreign subscription orders.



LIFE — LIFE — LIFE — LIFE — LIFE — LIFE

LOYAL SPANIARDS DEFEND MADRID



THESE GOVERNMENT TROOPERS ARE HELPING THEIR WOUNDED COMRADE TO THE REAR, BEHIND THE MADRID MUNICIPAL SLAUGHTERHOUSE.

A casualty collapsed, shot through the head and bandaged with his own first-aid kit, in the Spanish Government's defense of the municipal slaughterhouse.



The words of Stalin, Dictator of Russia, were posted all over Madrid by the Leftist Government, together with gas attack warnings. On Jan. 8, the Russian Government still flatly denied it had sent any military aid whatsoever to Madrid.

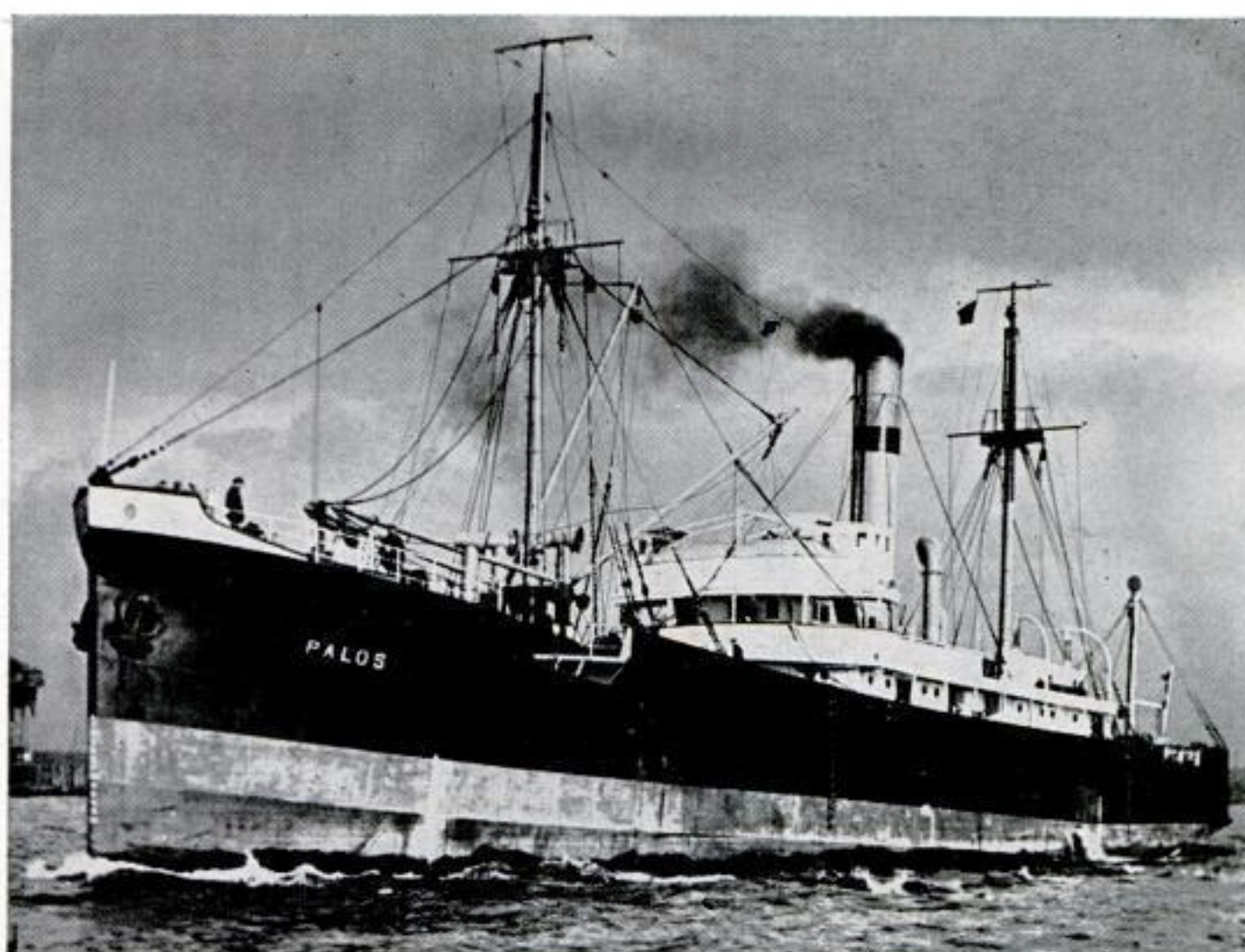
Air raid victims, killed by renewed Rebel bombings of Madrid, were boxed and buried. Up to Jan. 10, some 15,000 Madrid citizens had supposedly thus been killed.



SPANISH REBELS HAVE A SMUGGLER AND A SNAPSHOTTER



The Scarlet Pimpernel of the Spanish Civil War was British Major Hugh B. C. Pollard (above, right), author of *The Book of the Pistol*, who at the beginning of the Civil War flew to the Spanish Canary Islands and smuggled out the Rebel General Franco, then in exile.



Europe grew nervous when the Spanish Government seized the German steamer *Palos* (above) for carrying war supplies to the Rebels. Germany seized it back and, in reprisal, two Spanish ships. The incident was "closed" with the gift of the two ships to the Rebels.



In second-hand uniforms, Spanish Rebel recruits posed for their picture for a street photographer in the Rebel camp. The nifty studio background folds up and is carried

under the arm. On Jan. 7, Rebel General Franco hurled these recruits, led by German and Italian volunteers, in mass assaults against the northern flanks of Madrid.

THE DIPLOMATS OF EUROPE IN THEIR

NOT since the months before the World War, has Europe been so crisscrossed with the comings & goings of diplomats. On these two pages are the Foreign Ministers and Ambassadors whose job is to prevent War or, failing that, to get their country on the winning side. They must think in terms of iron realities; talk in the elaborate pretenses of diplomacy.



VON NEURATH

CIANO

Left: To initial the German-Italian alliance against the Spanish Government, Italy's Foreign Minister Count Ciano scuttles up to Berlin, jollies the German Foreign Minister von Neurath.



MUSHAKOJI

VON RIBBENTROP

Right: To sign the German-Japanese treaty, Viscount Mushakoji poses in Berlin with von Ribbentrop, Germany's Ambassador to Britain. This treaty was of less benefit to Japan than to Germany.



STEVENSON

BECK

Left: Poland's smart Foreign Minister Beck, bidding for British support of Poland, complains to Stevenson, the British Foreign Office expert on Danzig, of Nazi penetration into Danzig.



DE CARTIER DE MARCHIENNE

EDEN

Right: Will England defend Belgium again? is the question in the eyes of the Belgian Ambassador, Baron de Cartier. England's Foreign Secretary Eden, biting his fingernail, answers "Yes."



VON RIBBENTROP

Left: The German Ambassador at London, Joachim von Ribbentrop, has just had a bad time explaining to Britain's Prime Minister Stanley Baldwin just what are Hitler's plans for Europe.



KOO

Right: The Chinese Ambassador to France, Wellington Koo, ponders the fact that the Japanese-German treaty against Communism seems to be directed primarily against Chinese Communists.

BUSIEST WINTER SINCE THE WORLD WAR

A diplomat must be the eternally polite enemy of every other diplomat. Today France wants to ring Germany with French allies. Germany last year broke through this ring into alliances with Fascist Italy and Japan against Communism. Britain and Italy, both angling for the balance-of-power position, have superficially patched up their Ethiopian quarrel.



SURITZ PHIPPS DODD HANFSTAENGL

Left: In Berlin, Russian Ambassador Suritz blinks Russian aid to Spain, while British Ambassador Phipps draws out Hitler's Piano-player Hanfstaengl. Aloof sits American Ambassador Dodd.

Right: In Berlin, the British and French Ambassadors Phipps and François-Poncet, discuss their latest headache: the Spanish Civil War and Hitler's answer to their proposals of neutrality.



PHIPPS FRANÇOIS-PONCET



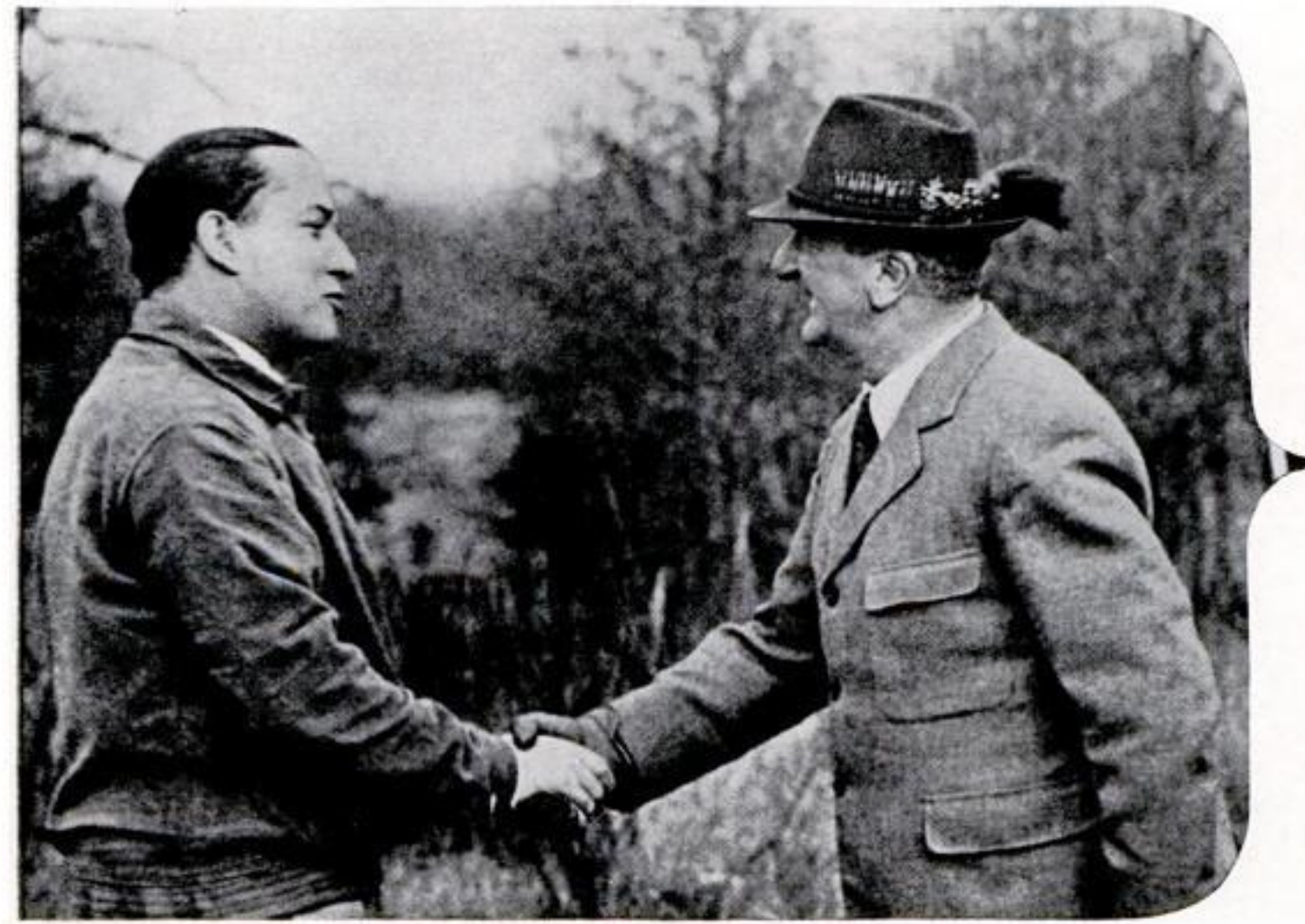
FRANÇOIS-PONCET VON NEURATH

Left: Part of the job of André François-Poncet, French Ambassador to Germany, is to smile at the jokes of Germany's Foreign Minister, Baron Constantin von Neurath, whose jokes are dull.

The French do not smile as Germany takes Austria under its wing. Right: German Ambassador to Austria von Papen and Foreign Minister von Neurath with Austrian Foreign Secretary Schmidt.



VON PAPEN VON NEURATH SCHMIDT



CIANO HORTHY

Meanwhile, Italy takes Hungary under its wing supporting Hungary's desire to rearm like Germany. Left: Italy's Foreign Minister Ciano hunting with Hungary's Regent, Admiral Horthy.

Right: France mends its all-important alliances in southeastern Europe by sending its General Mittelhauser to see Rumania's King Carol about the pro-French alliance of the Little Entente.



MITTELHAUSER CAROL

MOVIE OF THE WEEK:

The Good Earth

MANY a Chinese farmer would be fooled if he gazed upon the landscape at the right. It looks like some of the best farm land in North China. Actually it is a segment of California, sculptured with infinite care to make a set for *The Good Earth*, Hollywood's most elaborate movie of the season.

The Good Earth is the story of Wang Lung, a farmer, and the 500 acres of China-in-Hollywood represent his homeland. Here, on earth which is planted and watered and tended as if it were a flowerpot, Wang ekes out a living slightly better than most of China's 350,000,000 farm dwellers. In good times he has tea leaves with his rice, marries a slave girl named O-lan and thanks the Gods of the Earth when she bears him a man-child. In bad times Wang and O-lan go to the city, to beg and starve and wait for the day when the earth will smile again.

As a novel *The Good Earth* won for its author, Pearl Buck, the Pulitzer Prize of 1932 and gave to most English-speaking readers their first authentic picture of Chinese life. Metro-Goldwyn-Mayer's movie is also an artistic triumph in its own right and a worthy last monument to Hollywood's No. 1 creative genius, the late Irving Thalberg. It was Mr. Thalberg who built the vast landscape and brought from China wooden plows and water wheels with which to furnish it. It was Mr. Thalberg who picked Paul Muni for the role of Wang and Luise Rainer for O-lan. Actual production took eleven months, cost M-G-M \$2,500,000. Finished except for cutting, it is now ready for release.



Wang (Paul Muni) and O-lan (Luise Rainer), in the picture at left, are thanking the Gods of the Earth to bless their marriage with prosperity and a man-child.





Five hundred acres of California (above) were plowed, terraced and planted into a replica of China. Wang's house is on the left.

Wang, the proud father, holds up his first born, a man-child. Had O-lan presented him a daughter, Wang would have been vexed.





(CONTINUED)

Luise Rainer

plays with distinction

THE SEASON'S STRANGEST MOVIE ROLE

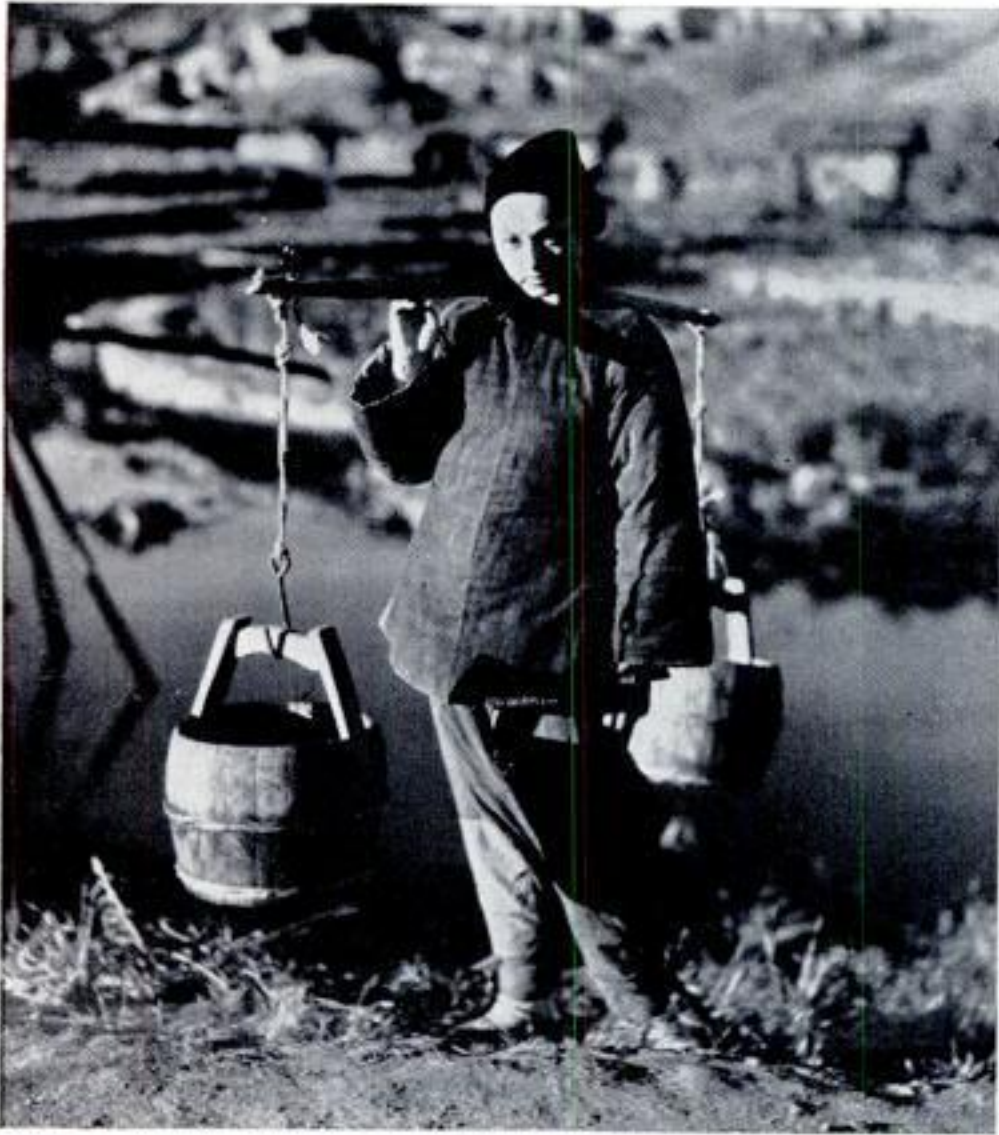
THE strangest starring role which Hollywood has had to offer in many years fell to Luise Rainer in *The Good Earth*. Like Paul Muni, Miss Rainer is an Austrian, noted in Hollywood for her high spirits. Her last role, which won her the critics' award as the best feminine performance of 1936, was as the over-emotional Anna Held in *The Great Ziegfeld*. In *The Good Earth* the role of O-lan allows her to show practically no emotion. Her habitual expression is one of complete submissiveness, bred into generations of Chinese peasant women and strengthened in her case by years of slavery in a great house. Her longest speech is 76 words. When her husband, whom she has never seen, comes to get her, O-lan is frightened but glad. Her happiness in the back-breaking work of a Chinese farm reaches its climax when she gives birth to a man-child. All her emotions Miss Rainer manages to convey without changing her expression more than a dozen times in this amazing picture.



The farmer's bride, fresh from slavery, arrives with her husband at her new home.



O-lan utters her longest speech (76 words) telling Wang her plans for her first baby.



In good times, O-lan carries water to the rice paddies.



In famine, she must kill her friend, the water buffalo.



The day comes when she cooks mud to feed her babies.



Though about to have a baby, she works in the fields.

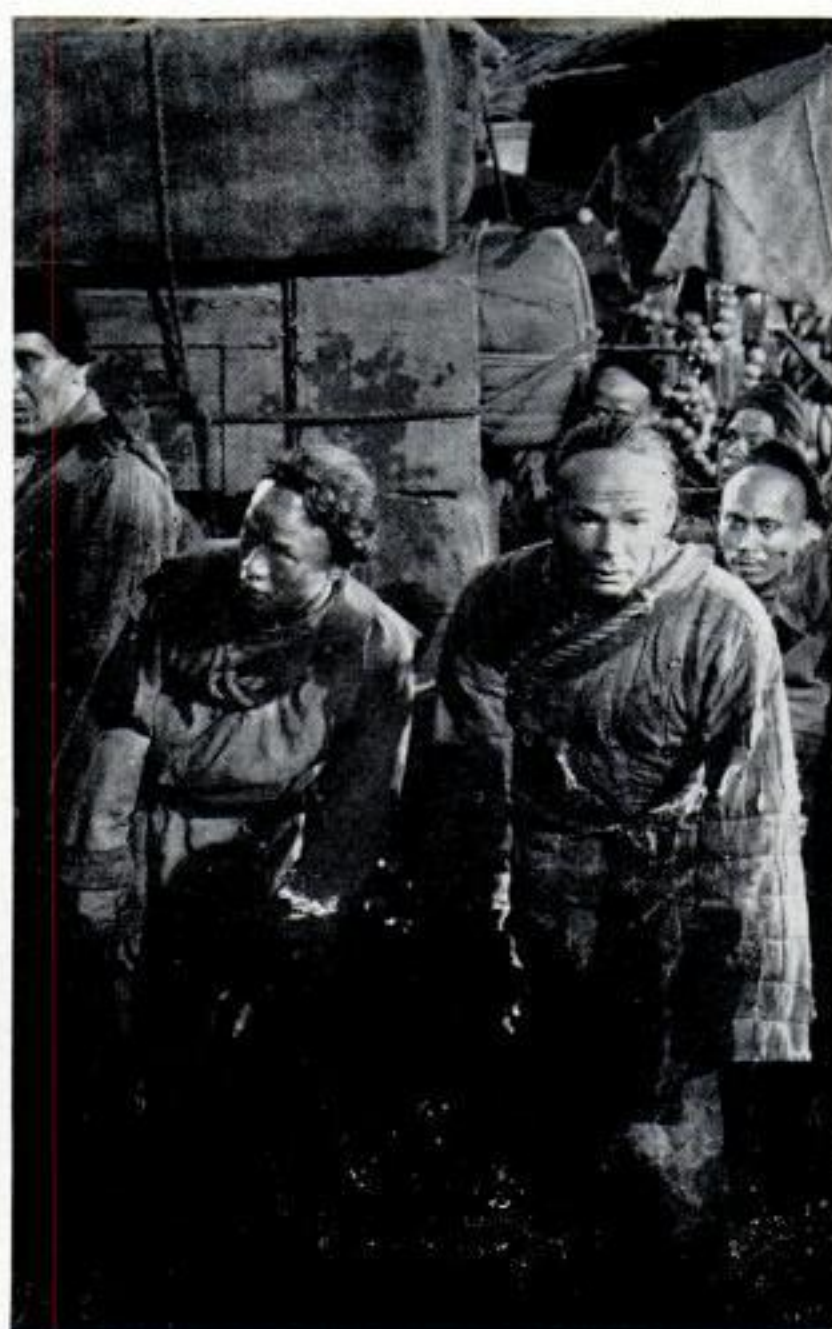


And when she faints, Wang carries her to the hut to have her child.

WHEN THE EARTH FROWNS THE WANGS MUST BEG OR STARVE

(CONTINUED)

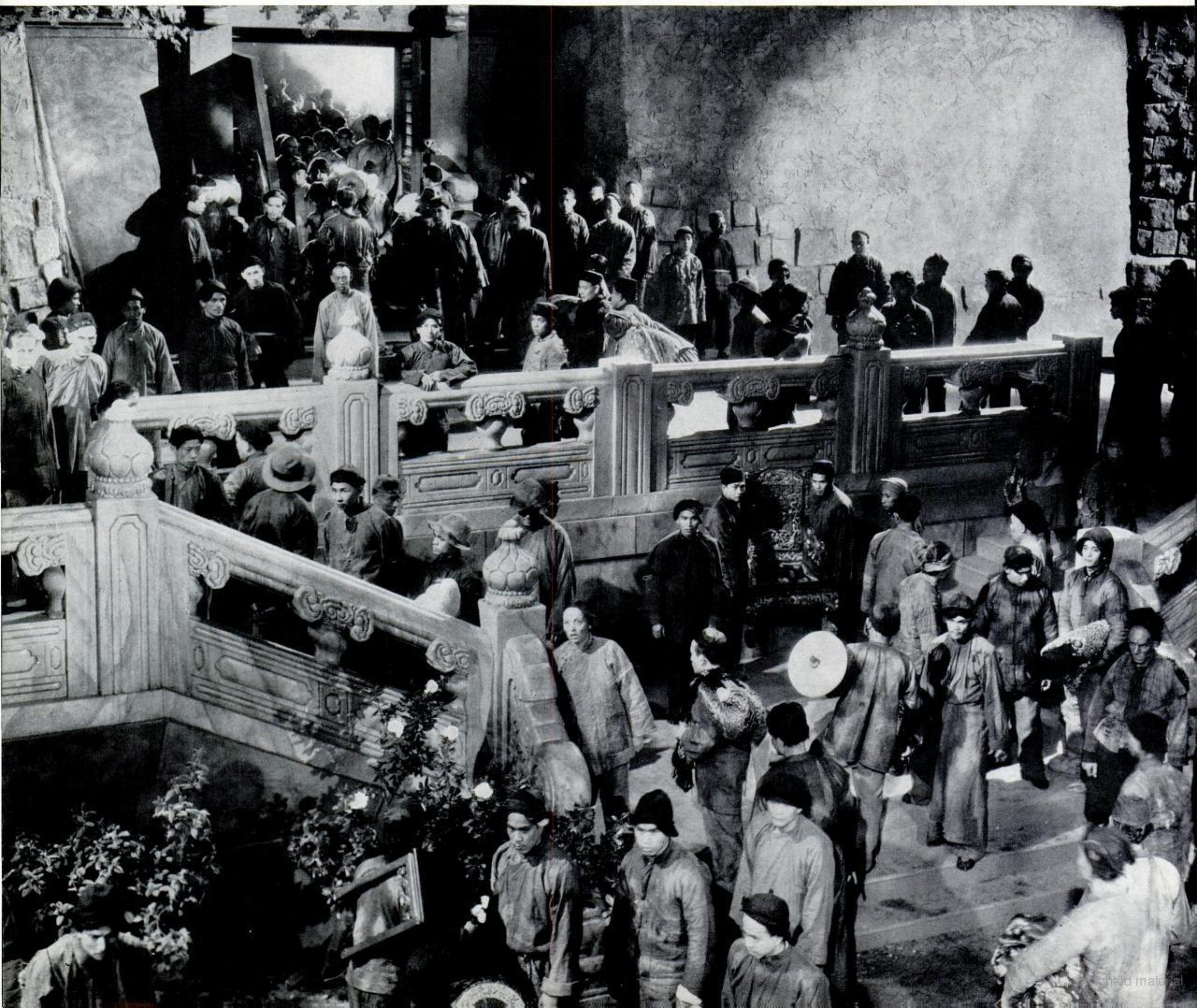
THE four ranks of Chinese society, as established by Confucius, are 1) scholar; 2) farmer; 3) artisan; 4) merchant. The farmer's life is hard but his social place is high and nothing short of famine will cause him to yield it. It is famine that drives Wang and O-lan from their precious land. When the rice paddies have turned to dust and there is nothing left to eat but the earth itself, they take their children and join the trek to the great city. There Wang gets work as a lowly coolie and O-lan begs in the streets. They are rescued from this degradation by a stroke of luck in the scene which you see below. A revolutionary crowd, looting a rich merchant's house, has swept O-lan along. In the tumult she clutches a little bag and the bag is full of jewels. Suddenly the Wangs are rich.

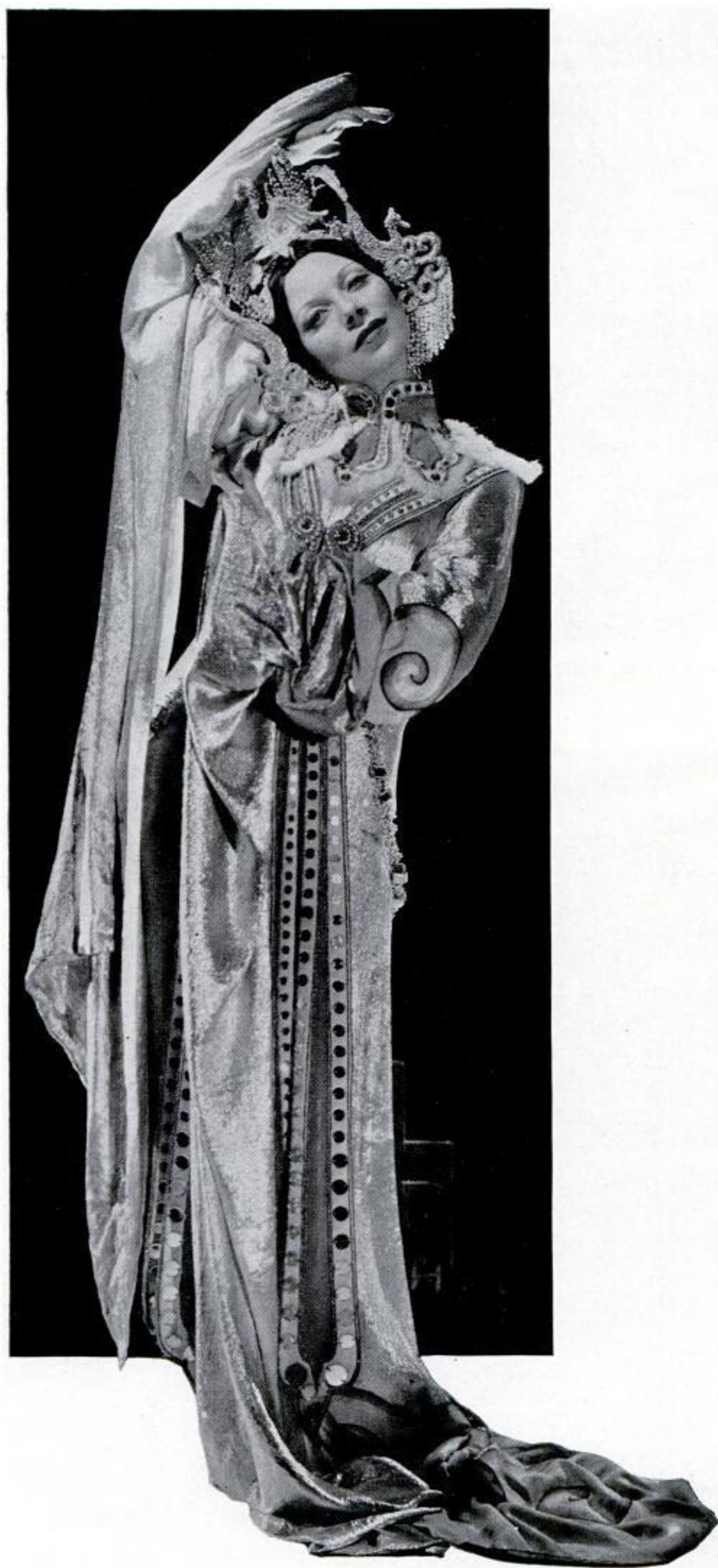


Farmer Wang gets work as the lowest sort of coolie, dragging a heavy cart through the big city.



With her young daughter on her back, O-lan goes out to beg on the city streets for money or food.





Wealth Comes to Wang

WHEN Wang, the farmer, finds himself a rich man, his first thought is to return to his land. With the proceeds of the jewels which O-lan found, he buys the surrounding farms and soon is the greatest landowner of his district. He sends his younger son to the University, cuts off his queue in upperclass fashion, moves his wife into the great house where once she worked as a slave. Then Wang discovers that his wealth will buy other pleasures. In a teahouse he meets a sing-song girl named Lotus, played by Dancer Tilly Losch. Lotus performs some Chinese dances which are a high spot of the picture and which cause the fascinated Wang to take her home as his Young Wife. In the novel O-lan died and Wang lived on with Lotus to an unhappy old age. In the movie Lotus lasts only a short time before Wang finds her trifling with his elder son and sends her away.



A sing-song girl named Lotus enters Wang's life. Proud of his new position as a landed gentleman, Wang takes his wife's last two pearls to make pearl earrings for Lotus. Soon he takes her home with him to be his Young (No. 2) Wife.



Wang's elder son, grown to be a handsome young Chinese, is also attracted by Lotus. One day when they have been holding hands, Wang surprises them and banishes the sing-song girl. The elder son starts to leave the house in disgrace.



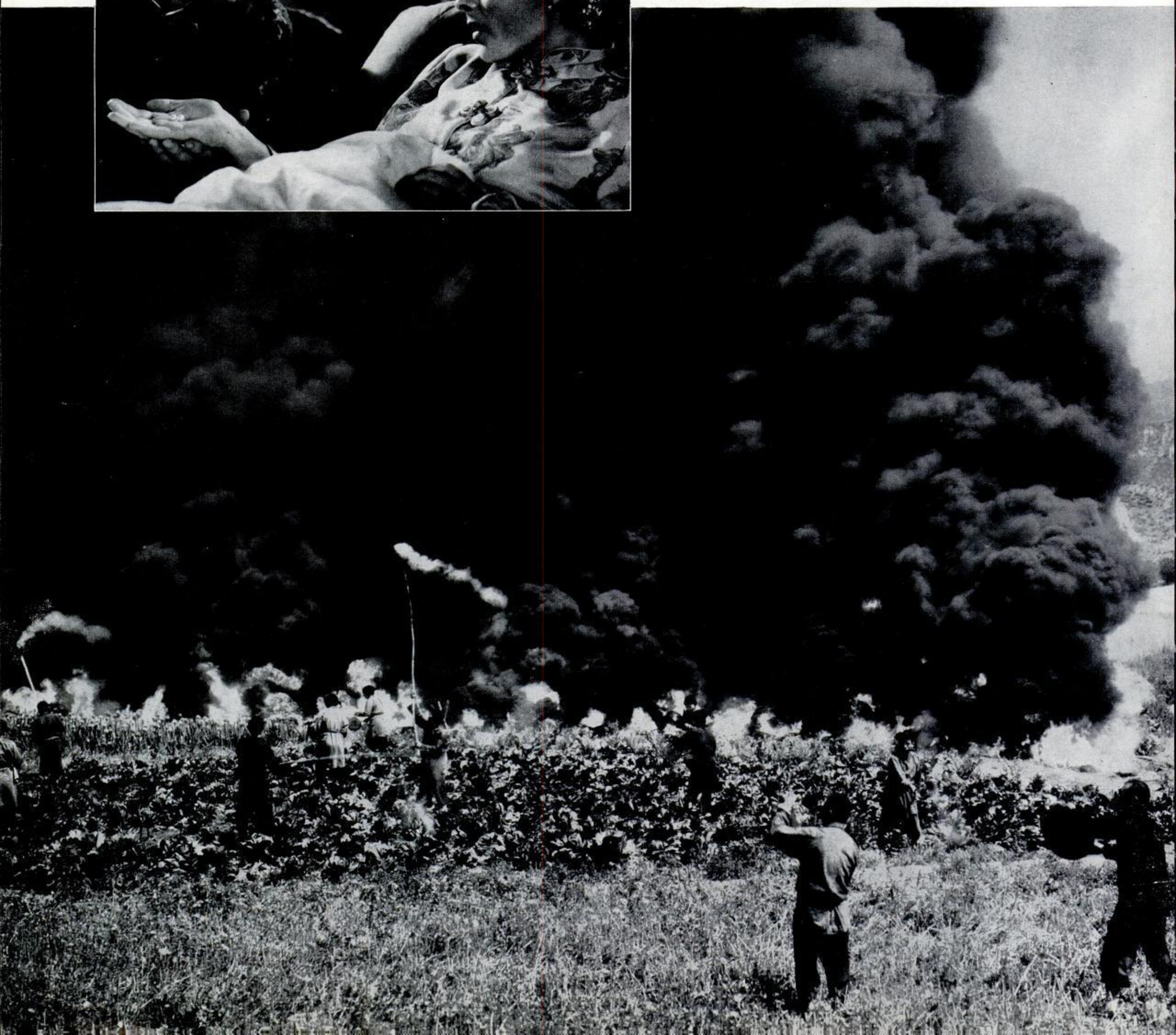
Before leaving home, the elder son takes leave of his mother, while the bespectacled younger son comforts them both. O-lan, old and ailing, accepts her son's departure with the same resignation with which she accepted the Young Wife.

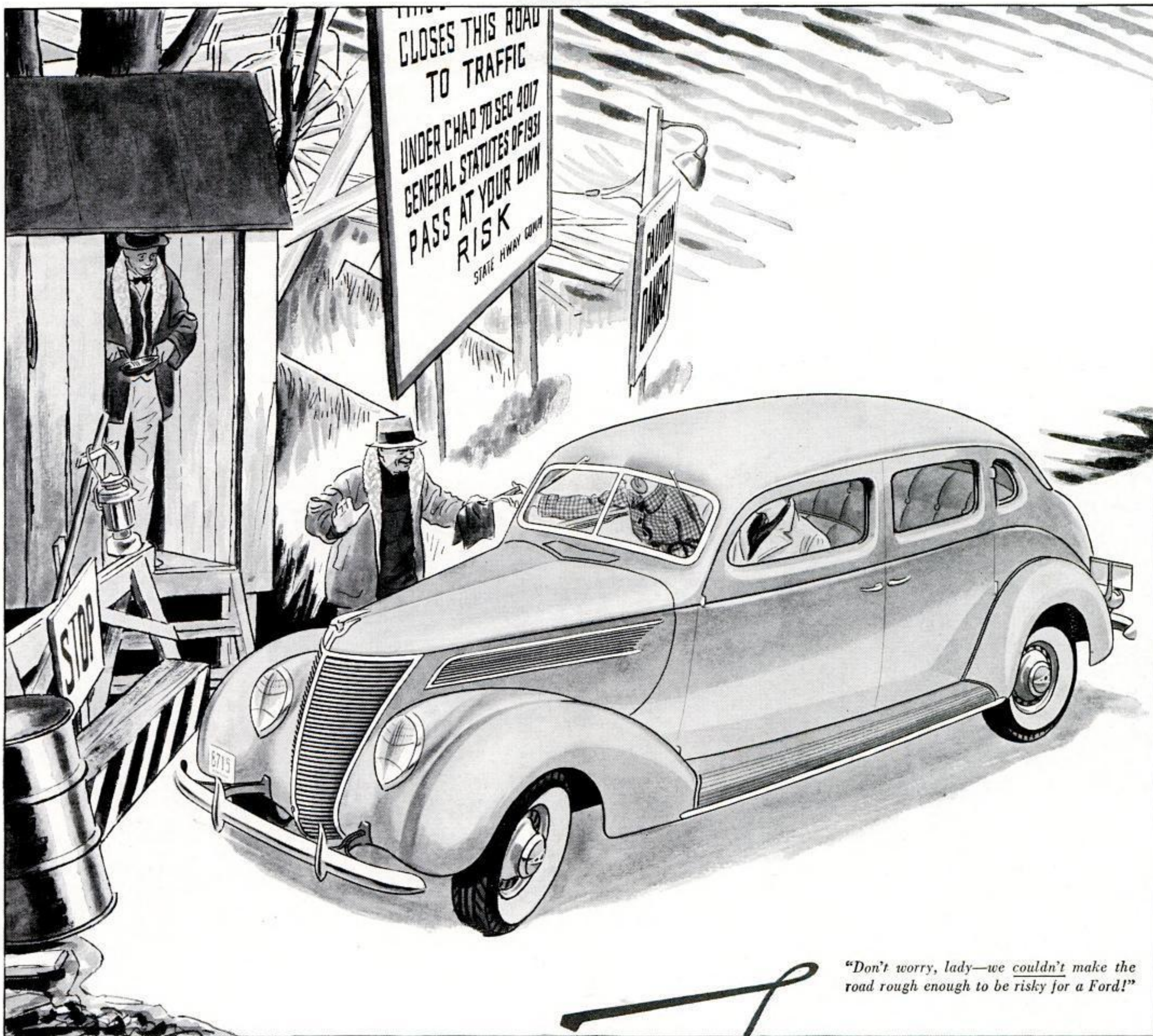
A GENERATION PASSES FROM THE GOOD EARTH (CONTINUED)

SOON after Wang discards Lotus, a plague of locusts nearly costs him his land. But the younger son, back from the University where he studied scientific farming, drives away the locusts by starting a fire in the wheat fields (*bottom of page*). When *The Good Earth* ends, one full generation has passed. The magnificent wedding of the elder son, forgiven by Wang for his help in fighting the locusts, is celebrated with the same banter which accompanied the wedding of Wang and O-lan. In the midst of the feast O-lan dies, leaving Wang to face the future, rich in land but lonely.



The bride of the elder son (*above*), resplendent in her wedding costume, is brought to the bedside of the dying O-lan. At left, the contrite Wang is giving O-lan back the two pearls which he took for Lotus.





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FOR 1937

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IF AFTER-DINNER MISERY CREEPS IN TO CAUSE US WOE.

SOUR STOMACH

A GLASS OF ALKA-SELTZER IS THE FINEST THING WE KNOW.

I WISH I KNEW JUST WHAT YOU DO — TO KEEP BAD COLDS AWAY.

COLDS

I'LL PUT YOU WISE I ALKALIZE, THE ALKA-SELTZER WAY.

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Private Lives



LILY LANGTRY'S GRANDDAUGHTER

In London, Mary Malcolm was married to Sir Basil Bartlett by the Archbishop of Canterbury who, had he been head of the Church of England 60 years ago, would never have approved the relationship between Miss Malcolm's grandmother and Edward VII, then Prince of Wales. Miss Malcolm's grandmother was **Lily Langtry**, the "Jersey Lily," famed beauty and actress, whose warm friendship with the present Duke of Windsor's grandfather came to a cold end when she playfully dropped a piece of ice down his royal back. Miss Malcolm's father is head of the Malcolm Clan of Scotland.

She loved him so much, said **Helen Love** of the man she was accused of murdering, that she killed him. When she went to see his corpse, she bent over the coffin (below) and kissed him on his cold lips. Mrs. Love, 31, said she married Harry A. Love, 46, in Mexico last May, but he had refused to tell anyone about the marriage for fear of displeasing his wealthy mother. When he went out with his mother and not his wife on



HELEN LOVE AND HER LATE HUSBAND

New Year's Eve, his wife went to the Santa Monica club where he was dining, called him outside, and chased him around the block with a gun. At the inquest, Love's brother said Love had never married anyone. Mrs. Love said she could produce no license because her husband had taken it from the wall, put it in his vault for safe keeping.

The private lives of **Baby Polson** and **Baby Munk** became public almost as soon as they began. When Oakland, Calif. reporters called for a story on the first baby to arrive in that city during the New Year, hospital authorities had to go into a huddle, com-



BABIES POLSON AND MUNK

pare obstetricians' notes. Finally they declared that baby Polson, born 2:36 a.m., Jan. 1, 1937, had beaten baby Munk into the world by a full minute.

Ross Alexander was one of the best *farceurs* on stage or screen and it sounded amusing when, day after New Year's, he took his pistol and went out to the barn saying that he was "going to kill a duck." Instead, Mr. Alexander shot and killed himself. Just 13 months before, his wife, Actress Aleta Freil, had shot and killed herself because of her



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Excerpts from Letters to the Editors of LIFE

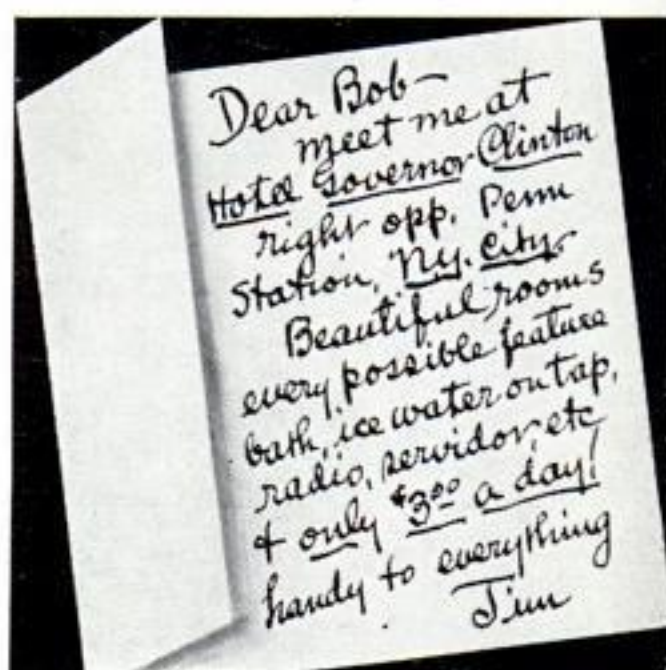
After thoroughly going through three issues I know my faith was well founded. They are excellent.

E. A. NASH
Washington, D. C.

My first copy of LIFE (3rd issue) bought and we all looked at it a number of times; ...It's a great knockout of modern times; KEEP IT UP.

LORD HILLMAN
Okmulgee, Oklahoma

Published by TIME Inc.





THE LATE ROSS ALEXANDER, HIS LATE WIFE AND HIS WIDOW

failure in screen tests. Last September, Mr. Alexander eloped to Yuma with pretty Anne Nagel, film actress. But his chauffeur testified that several times since marrying Miss Nagel, Mr. Alexander had had fits of despondency and sad remembrance, had to be stopped from killing himself. Had he lived, said movie people who had seen a preview of his coming picture, *Ready, Willing and Able*, his work in that film might have earned him a star's rating.

There were six detectives to watch the two-inch-wide diamond bracelet, the pearl necklace, the diamond-and-ruby clips, the cigarette case set with rubies, the crystal glasses, the fine linen, the heavy silver. One bridesmaid quit in a huff just before the ceremony and a thousand guests went in pink and sable and top hats to Tuxedo Park, New York, to watch the outstanding wedding of this season. Pretty **Priscilla St. George**, who is only 17, was marrying **Angier Biddle Duke**, who is 21. Miss St. George's great-grandfather was the late great banker, George F. Baker. Mr. Duke's grandfather was Benjamin Duke, who made his fortune (with his brother James B.) in tobacco and power. There are Drexels and Biddles in his family. To the wedding went Mrs. Sarah Roosevelt, the President's mother, whose sister was the bride's grandmother. There were hundreds of telegrams (see photograph below), a 4-foot-high wedding cake, and after it was all over the young



couple started on a round-the-world trip. First thing movie fans wanted to know when **Barbara Stanwyck** got her divorce from Frank Fay was whether she was going to marry her official sweetheart, beautiful **Robert Taylor**, No. 1 movie male. Miss Stanwyck said that she wasn't marrying



STANWYCK AND TAYLOR

anyone. In 1928, when Miss Stanwyck married Frank Fay, she was the up-and-coming bride of an established stage star. By 1932, Mr. Fay was the fading husband of an established screen star. When Miss Stanwyck met Mr. Taylor a year ago, she was important, he was up-and-coming. Now her fame is eclipsed by the fame of the man everybody expects her to marry.



ANGIER AND PRISCILLA DUKE, TELEGRAMS AND (left) WEDDING CAKE



FRED ALLEN
says-
"INGRAM'S
saves time
INGRAM'S
saves money
INGRAM'S
saves your face!"



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Ingram's—good old chin-charming, cheek-soothing Ingram's. It's cool as a rumble seat in February and it wilts whiskers quicker than a night club does your wallet. Every stroke of my razor is like the caress of a summer breeze.



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Listen in to

"Town Hall Tonight," starring Fred Allen. Every Wednesday, N.B.C. Red Network, 9 P.M., E.S.T.

AND whether you're from Maine or Missouri, the first time you try Ingram's luxury lather, you'll echo Mister Allen's enthusiasm. For Ingram's is the coolest, soothingest, grandest shaving cream that ever sent a man singing to breakfast.

Ingram's lathers up with a lightning speed—it's soothing—and it's *economical* because it's *concentrated* to save you money. Actually by laboratory test it has a record performance over other creams of 15% to 20% more lather and more cool shaves from the same amount of cream.

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Vol. 2, No. 3

LIFE

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Jan. 18, 1937

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LIFE'S PICTURES



JEROME B. ZERBE JR., who went to the Widener party in Philadelphia for LIFE (see pages 61, 62, 63, 64, 65), is a Cleveland-born Yale graduate (Class of 1928). He specializes in photographing the champagne set at swank balls, bars, nightclubs and receptions.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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- 11—INT.—P.I.
- 12—WILLIAM VANDIVERT (2), INT., W.W.
- 13—INT.—WILLIAM VANDIVERT exc. l. lt. WIREPHOTO
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- 22, 23—A.P.—P.I.
- 24, 25—FRANK MARSHALL MOORE
- 26—DOROTHY WILDING
- 27, 28, 29, 30—MME YEVONDE
- 31—P.I., L.N.A.—STANLEY M. BALLANCE, KEY., P.I., W.W.—P.I., L.N.A., STANLEY M. BALLANCE, ACME
- 32, 33, 34, 35—P.I.
- 36—MARGARET BOURKE-WHITE
- 37—PETER STACKPOLE, MARGARET BOURKE-WHITE, Scientific Monthly—MARGARET BOURKE-WHITE (2)
- 38—MARGARET BOURKE-WHITE exc. top rt. PETER STACKPOLE
- 41—PETER STACKPOLE exc. lt. col. MARGARET BOURKE-WHITE
- 46—CAPA-BLACK STAR (2), P.I. (2)
- 47—GARLAND, A.P.—P.I.—GLOBE
- 48—A.P.—P.I., ACME—A.P.—P.I., ACME—W.W., PIX
- 49—P.I. exc. l. rt. W.W.
- 50, 51, 52, 53, 54, 55, 56—METRO-GOLD-WYN-MAYER
- 58—ACME—W.W.—WIREPHOTO
- 59—W.W., P.I.—ACME (2)
- 60—HAL PHYFE
- 61—JEROME ZERBE exc. top rt. A.P.—P.I.
- 62—JEROME ZERBE exc. l. rt. A.P.—P.I.
- 63, 64, 65—JEROME ZERBE

ABBREVIATIONS: CEN., CENTER; COL., COLUMN; EXC., EXCEPT; L., LOWER; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; KEY., KEYSTONE; L.N.A., LONDON NEWS AGENCIES; P.I., PICTURES INC.; W.W., WIDE WORLD.

LIFE

Goes to a Party

In Philadelphia with the Stotesburys, Wanamakers and Dorrances at the launching of a Widener debutante.

A PROPER debut in top-bracket U.S. Society means months of thoughtful planning, 1,000 or more guests and the expenditure of the equivalent of 20 average working people's annual incomes for an evening of fun. Not since the pre-Depression coming-out parties of Eleanor Hutton and Estelle Manville has anyone launched a debutante with quite the expensive éclat as that which marked the party recently given by Mr. and Mrs. Peter A.B. Widener 2nd in Philadelphia's Bellevue-Stratford for Mrs. Widener's daughter Joan Peabody.



This high board fence barred gate-crashers from the exclusive debut party of Joan Peabody.



Miss Peabody's debut cost the Wideners (above) \$55,000, some 1,500 handshakes.



Pretty and popular Joan Peabody greets two of her guests with a happy smile.



Guests without cards to drop into this silver bowl had a hard time getting in.

FREE TRIAL OFFER!



Get a Handsome TAN

at our expense

Improves Your Appearance 100%

Get that handsome TAN everybody admires... and safeguard your health during these danger months... with a Palm Beach Sun Lamp! Here is the closest duplication of Florida sunshine, at the turn of a switch. And you can try it for 10 days in your home at our expense. Pay as little as one dollar. If for any reason you are not satisfied, return the Lamp and there will be no charge. Mail coupon today for Free Trial Offer and new Free Booklet. There are models of Palm Beach Sun Lamp ranging in price from \$7.50 to \$14.95.

Lamp Division, Keene Chemical Company, Inc.
212 East 23rd Street, New York, N.Y. Dept. L 118.

\$7.50 TO \$14.95

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Send me your Free Book and full details of Free Trial Offer on the Palm Beach Sun Lamp.
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10 DAY MONEY BACK TRIAL
For Home—Shop—School—Profession
Grinds, drills, engraves, routes, carves, sharpens, polishes and does hundreds of jobs quicker, better and with greater precision. Handles easily as a pencil—weighs only six ounces, and is amazingly powerful. 110-Volt Universal Motor—about 20,000 r.p.m. Handy built-in switch. Universal Collet Chuck. Bakelite housing. You must see and use it to appreciate its tremendous value.
Order on 10-day money-back trial.
BOOKLET FREE. 20-piece Craftsman's Tool Set for all types of Moto-Tool work, \$5.75.

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2513-CT, RACINE, WISCONSIN

\$10 CALCULATOR Only \$2.88

Complete 10 DAY FREE TRIAL
This Original Dial Machine accurately adds, subtracts, etc., to 10,000,000 without mental effort, indoors or out. Handsome, all-metal. Wt., 1-lb., speedy, fully guaranteed. 300,000 sold since 1915. SEND NO MONEY. Pay postman only \$2.88 on delivery. If dissatisfied, mail the machine back for full money refund. Offer limited.

THE LIGHTNING CALCULATOR CO.
Dept. L, Grand Rapids, Mich.

COLORADO BLUE SPRUCE (PICEA PUNGENS)
100 SEEDS 25c
Think of it! 100 "True Blue" Evergreen seeds for only 25c. Plant now in pots, or outdoors in spring. Instructions Free. Also new 64-page Seed Catalog. Order Now.
E. Andrews Frew, Sta. 444, Paradise, Pa.

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Life's Party

(CONTINUED)

IF YOUR grandfather, like Mr. Widener's, left \$50,000,000, you can't rent an ordinary ballroom and hire an ordinary band for a daughter's debut. Conscious of their obligations to Society, the Wideners took over three entire floors of the Bellevue-Stratford, engaged Meyer Davis's crack 75-piece orchestra for \$10,000, supplied such extras as a partial replica of Hialeah Park (right), the Florida race track which Father Joseph Widener fathered.

Richest girl at the party by virtue of her Campbell's Soup inheritance is Philadelphia's Peggy Dorrance, at left.



Until 6 a. m. Meyer Davis kept his 75-piece band going for the tireless dancers.



Young and old from far and near dance the night away for seven



Hialeah Park was reproduced complete with wooden horse and stable boy.



Debutante Peabody rides a wooden horse between dances.



For atmosphere, colored lights play on these moving soap bubbles.



You Get Cleaner Smoother Shaves

when you use the blade that is made for your razor

WHY make shaving an unpleasant task? Why put up with ragged, half-way shaves that skip over bristles and leave part of your beard behind?

Here's the way millions of men make sure of smooth, clean shaves always. Use Gillette Blades in your Gillette Razor. Then note how smoothly your razor glides over your skin. See how quickly and cleanly it removes every sign and trace of whiskers. You'll be surprised what a difference this teamwork of blade and razor makes.

Made for Each Other

The Gillette Razor and the Gillette Blade are especially made for each other. They were designed by the same engineers—and are produced by the same manufacturer. Together they constitute the finest shaving combination that modern science can produce.

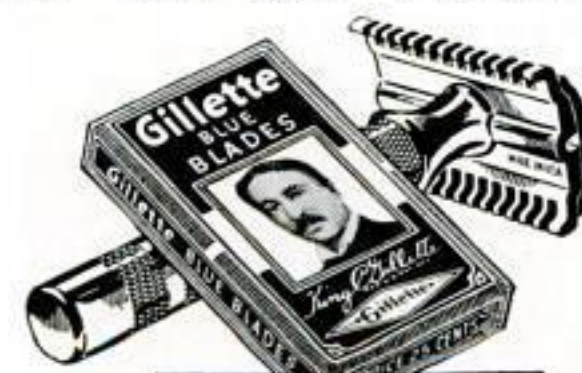
In the Gillette factory, miracles of science are performed as Gillette Blades are "X-rayed" for hidden flaws . . . diamond-tested for hardness . . . measured for sharpness by a beam of light—their shaving edges are actually too keen to be seen by the human eye.

A New Shaving Thrill

If you have strayed away from using Gillette Blades in your Gillette Razor, a new shaving thrill awaits you. Buy a package of Gillette Blades from your dealer today. Slip one into your Gillette Razor tomorrow morning and see how pleasant shaving can really be when your blade and razor match!

Reputable merchants never offer substitutes for Gillette Blades. Ask for them by name!

Smile and sing with Milton Berle and other stars on Gillette's "Original Community Sing" radio program — CBS Network — Coast to Coast — Sunday nights — 10 P. M., E. S. T.



Gillette Blades

Precision-made for the Gillette Razor



... then you can make *superb* movies in *full natural color* with a Filmo 8

AND at amazingly low cost! Just tuck this companionable palm-size camera into one hand, look through the spyglass viewfinder, touch a button, and *what you see, you get!* No gadgets to confuse, for this camera was designed especially for the inexperienced by the men who make Hollywood's finest studio cameras. Complete with fast color-

corrected lens, only \$49.50 at leading photographic stores everywhere.

WRITE FOR BOOKLET "How to Make Inexpensive Personal Movies" tells how easy personal movies are to take, how little they cost. Mail the coupon for your copy.

Filmo 8...\$49⁵⁰

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Life's Party (CONTINUED)



A Wanamaker (Mrs. Rodman) is escorted by Man-about-town Edward M. McIlvain.



Philadelphia-born but usually abroad, Julie Phillips Thompson greets a friend.



The Earles (George H. and his wife) come from the Governor's Mansion in Harrisburg.



A Donner (Elizabeth), onetime daughter-in-law of President Roosevelt, sips a highball.



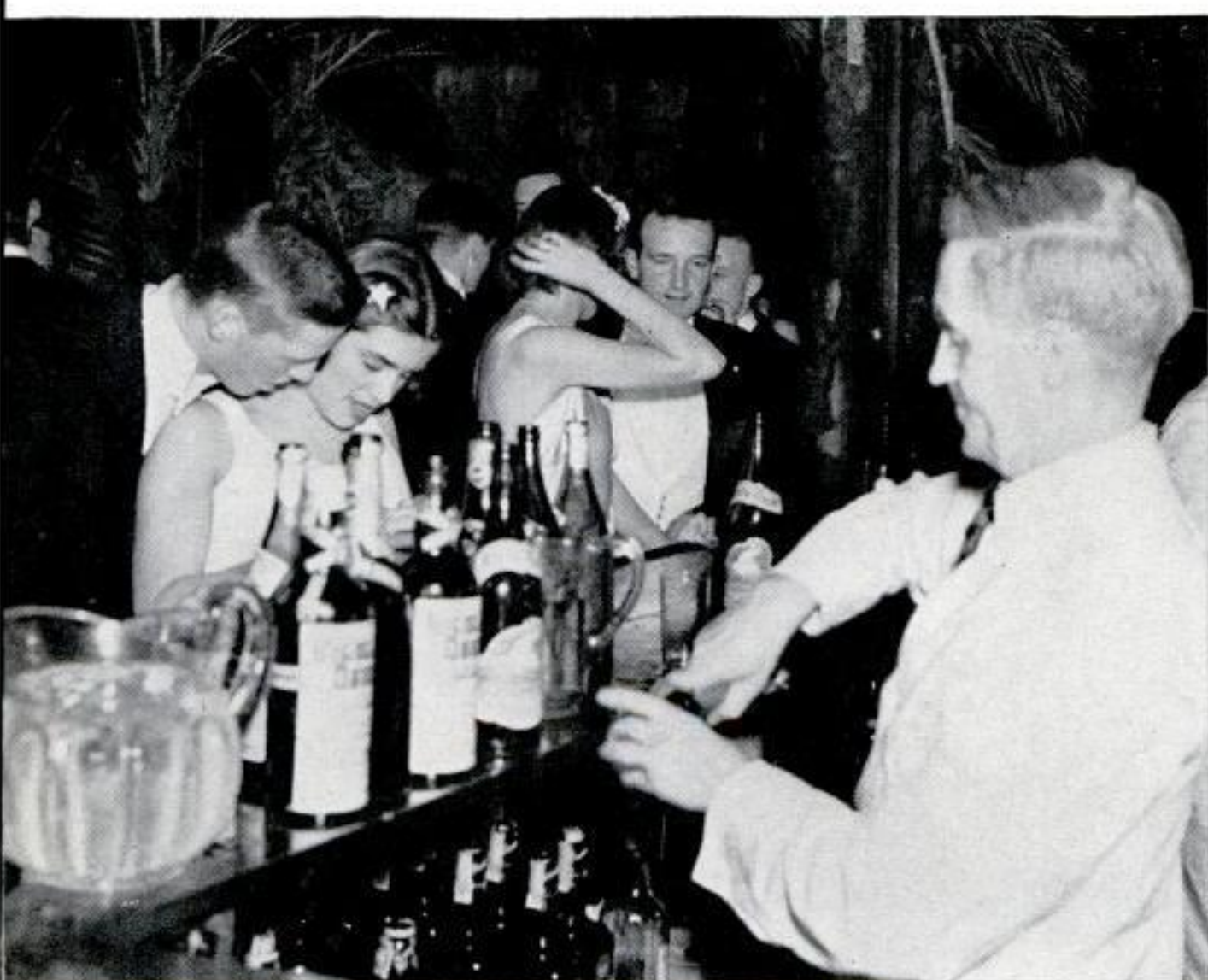
Widener cousin, Mrs. Fitz Eugene Dixon, shares champagne with Prince Scherbatov.



A Whitney (Cornelius Vanderbilt) chats with Ina Claire, only actress present.



A Stotesbury (Edward T.) brought 84 dinner guests along to the Widener party.



Many a guest cheerfully downed many a good stiff drink at the special 30-foot bar.

Here's Simple Way to Ease a Cold



Two Quick-Acting, Quick-Dissolving Bayer Aspirin tablets with a Glass of Water



The modern way to ease a cold is this: Two Bayer Aspirin tablets the moment you feel a cold coming on. Then repeat, if necessary, according to instructions in the box.

At the same time, if you have a sore throat with the cold, crush and dissolve three BAYER tablets in one-third glass of water. And gargle with this mixture twice.

The Bayer Aspirin you take internally will act to combat fever, and the aches and pains which usually accompany colds.

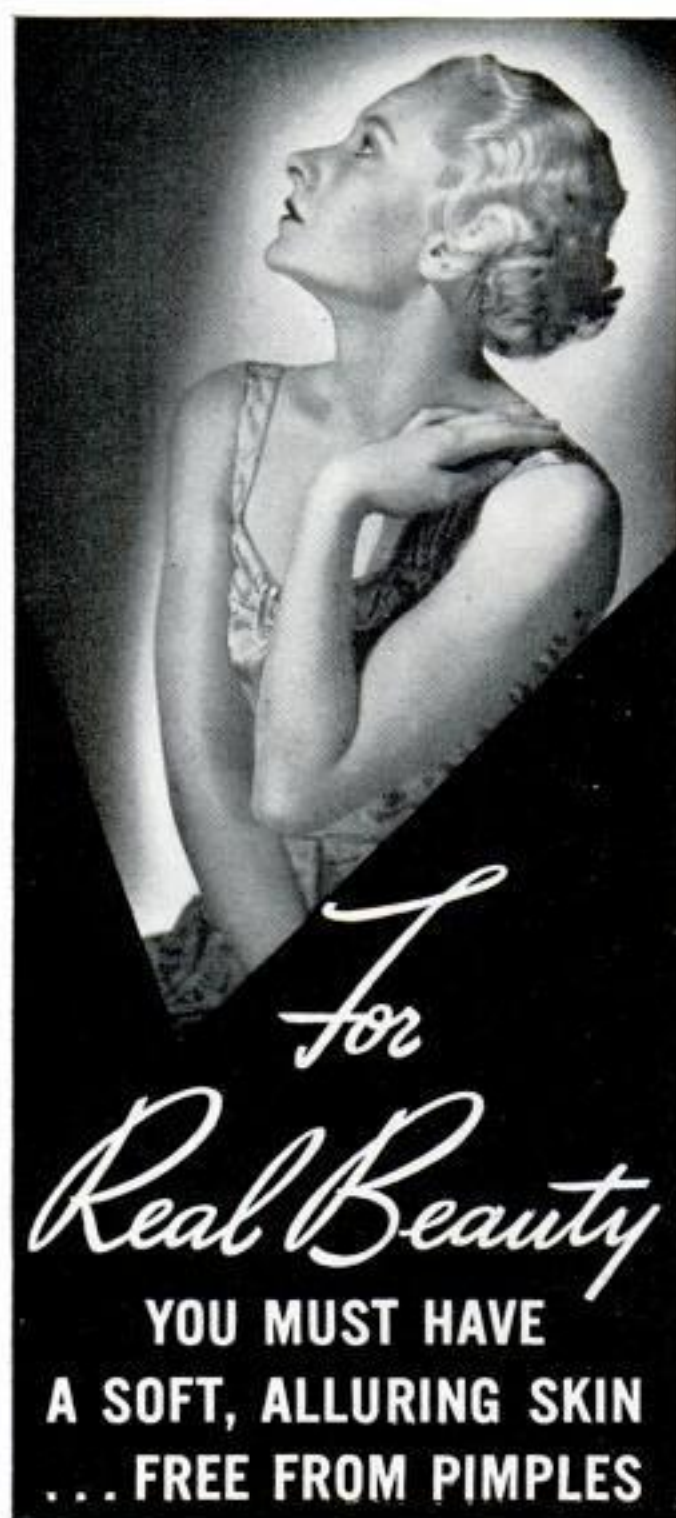
The gargle will act as a medicinal gargle to provide almost instant relief from rawness and pain. It is really marvelous; for it acts like a local anesthetic on the irritated membrane of your throat.

Try this way. Your doctor, we know, will endorse it. For it is a quick, effective means of relieving the discomforts of a cold. Ask for Bayer Aspirin by the full name at your druggist's — not for "aspirin" alone.



15¢ FOR A DOZEN

2 FULL DOZEN FOR 25¢ • VIRTUALLY 1¢ A TABLET



SMOOTH, satiny shoulders—lovely skin “all over”—a radiantly clear, youthful complexion—men admire them and modern style demands them.

To be truly lovely, you must rid your skin of ugly pimples on face and body. And thousands are doing it, with complete success.

The real cause of disorders resulting in ugly pimples may be nothing in the world except a lack of the yeast vitamins B and G. When these elements are not present in the human diet in sufficient quantities, the intestinal tract becomes weak and sluggish. Its function is badly impaired. Constipation is likely to ensue and this, in turn, often shows up in pimply skin.

Countless men and women have found that in such cases, Yeast Foam Tablets work wonders. This pure dry yeast supplies vitamins B and G in abundant quantities and thus tends to restore the intestinal tract to normal—in those instances of vitamin deficiency. With the intestinal tract again in healthy function, pimples should quickly disappear.

Start now. Try Yeast Foam Tablets and give them the chance to give you the same welcome relief they have brought to so many others.



Ask your druggist for Yeast Foam Tablets today—and refuse substitutes.

Free! Mail Coupon for Trial Sample

NORTHWESTERN YEAST CO.
1750 N. Ashland Av., Chicago, Ill.

Please send FREE TRIAL sample of Yeast Foam Tablets. (Only 1 sample per family.)

LI 1-18-37

Name.....

Address.....

City..... State.....

PICTURES TO THE EDITORS

Onion in Hollywood

Sirs:

Martha Raye, the radio blues singer who is now in the movies, went into this pose of peeling an onion with her eyes open but the sneeze comes from the heart.

M. U. BLUMENTHAL

Los Angeles, Calif.





Pie Supper

Sirs:
The other night they were having a pie supper at the Little Flock school house. Jim Wight was the auctioneer. He was selling his girl's cake (see picture above) and just when the bid reached \$1.70, a photographer in the rear of the building made a flashlight. Jim immediately threw the cake out into the audience and when the smoke had cleared away, Jim remarked: "I thought one of them Hawkins boys had fired that old 10-gauge shotgun at me."

HOWARD FOWLER

Rogers, Ark.

Delectable Ostrich

Sirs:
I have letters from readers who question the difference between LIFE's idea of "Argentine Bird-Roping" and that explained in my book *El Jimmy, Outlaw of Patagonia*. The three-stoned bolas are sometimes now used for ostrich in more civilized sections of the Argentine. But to convey the impression that this is universal, or the sporting, preferred procedure, is somewhat like depicting our own West of a similar period of development by illustrating a cowboy riding range in a Ford V8. The bolas for ostrich are but two-stoned and have a single, twisted, rawhide rope linking them. These are effective up to one hundred yards when thrown by an expert. The three-stoned bolas are generally used only for cattle, horses and guanaco.

The smaller species of rhea found on the Argentine pampas provides excellent food as I know from experience and as Darwin discovered when he first tasted the ostrich now named for him. I enjoyed *pecano*, as roast ostrich rump is called, many times while in the Argentine hinterland. I enclose a snap taken in Patagonian Argentina to prove that ostrich is eaten. You'll have to



take my word that it is delectable. The English Jimmy (see picture) has prepared the fat, meaty rump for stuffing with hot stones. The rest of the bird is in the foreground.

HERBERT CHILDS

La Crescenta, Calif.



Niagara Falls Coin Chaser

Sirs:
While on a trip to Niagara Falls this year, I took this picture. The lad (age & name unknown) is salvaging pennies, nickels, dimes and quarters which have lodged under and around the submerged rocks near the brink of Niagara Falls. Tourists toss coins into the stream from the bridge above the Falls

hoping to bring themselves good luck. The current is very swift and the water is ice cold. A slip would mean a swift slide over the Falls to certain death. The reward for risking his life was a pocket full of small coins worth perhaps four or five dollars. Women tourists refused to watch the Falls for fear that tragedy would overtake the boy.

JOHN H. SANTEE

Minneapolis, Minn.

"It's the flavour"

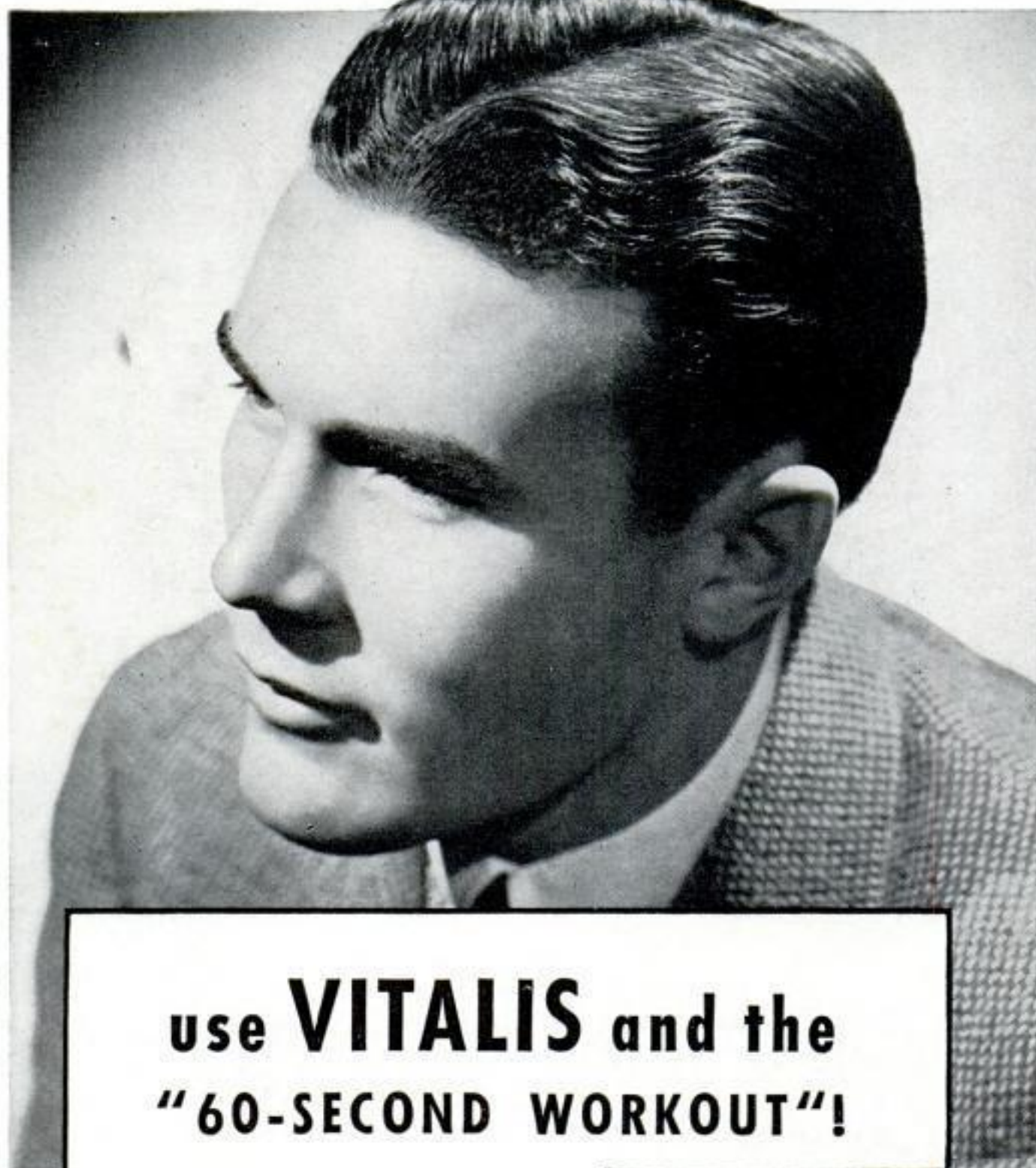


Men naturally like Teacher's, because it's a man's Scotch. This good, whole-hearted whisky is smooth, kind, mild . . . and more. There's a robust zest in Teacher's taste that appeals to men.

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*Good-looking hair
is worth
"60 seconds" of your time!*



use **VITALIS** and the
"60-SECOND WORKOUT"!

WHEREVER you go—whatever you do—you're judged, first of all, by your appearance. That's why well-groomed hair is important. For it wins the admiration and respect of everyone you meet.

You can easily give your hair the proper care—keep it looking lustrous and handsome—with Vitalis and the "60 Second Workout." Just rub Vitalis briskly into the scalp, right down to the hair roots. This vigorous massage awakens circulation... loosens the tight, dry skin of the scalp... The pure vegetable oil of Vitalis helps replenish needed natural scalp oils.

Your hair responds with new life, new "lustre." Loose dandruff goes. Vitalis and the "60-Second Workout" gives you a handsome head of hair, easy-to-comb... without that objectionable "patent-leather" look!

Keep your scalp healthy and your hair good-looking with Vitalis and the "60-Second Workout." Get a bottle of Vitalis at any drugstore today.



● **50 SECONDS** to rub—circulation quickens—needed oils are restored—your hair has a chance!



● **10 SECONDS** to comb and brush—your hair has a lustre but no objectionable "patent-leather" look.

ASK YOUR BARBER

Your barber is an expert on the care of the scalp and hair. Where this seal is displayed you are guaranteed that the barber is using genuine Vitalis from sanitary, single-application Vitalis "Sealtubes." Beware of substitutes.



VITALIS

HELPS KEEP HAIR HEALTHY AND HANDSOME

PICTURES TO THE EDITORS (CONTINUED)

M Lazy V
Sirs:

I am sending you a series of photographs taken on the M Lazy V Ranch in Montana. These serve to illustrate the autumn branding as done on a cattle ranch today. The first print shows a calf being roped as it leaves the chute. The second shows the calf being branded while held on the ground. The third is a close-up showing the first iron, or "M," being applied to the side of the

animal. (The brand of this ranch is M Lazy V.) The fourth shows the completed brand. A penknife is also used to cut a notch in the ear of the calf by which it may be identified in the winter months when the brand on the animal's side may be covered with snow. This entire group was photographed using a Leica camera, equipped with a Hektor F 2.5 lens, on Panatomic film.

S. H. ROSENTHAL JR.

Los Angeles, Calif.



1



2



3



4

Mother, Father, Sister, Brother,
all have their own reasons for preferring
THE NEW 1937 CHEVROLET
The Complete Car - Completely New



"It's much more comfortable . . . I just wouldn't be without Chevrolet's Knee-Action Gliding Ride* . . . and Genuine Fisher No Draft Ventilation."

ALL THESE FEATURES
ARE FOUND ONLY
IN THIS ONE LOW-
PRICED CAR



"All my friends compliment me on its Diamond Crown Speedline Styling. They say it's the smartest car on the street. And it's such a comfort to have Safety Plate Glass All Around."



"I'm all for its High-Compression Valve-in-Head Engine . . . Saves me a lot of money on gas and oil . . . And the whole family feels a lot safer in its new All-Silent, All-Steel Body with Solid Steel Turret Top and Unisteel Construction."

*Knee-Action and Shockproof Steering on Master De Luxe models only. General Motors Installment Plan—monthly payments to suit your purse.

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"I like its greater pep and power . . . and its Shockproof Steering* . . . And boy, those Perfected Hydraulic Brakes of Chevrolet's are certainly 'tops' for stops!"

Feeling Fine

GOES WITH A LIGHT SMOKE

"On top of the world." It's the grand feeling that goes with smoking Luckies . . . a light smoke that treats you right . . . that's truly kind to your throat . . . that delights you with the savory flavor of the highest priced center leaves of rich tobaccos. A light smoke—because only Lucky Strike gives you such fine tobaccos plus the priceless throat protection of the "Toasting" Process. Only Lucky Strike.



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OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"